



# NATIONAL FACULTY DEVELOPMENT PROGRAMME IN ENTREPRENEURSHIP

Bhopal, 08 - 20 March, 2021



Organised By:



**NSTEDB**

Supported by :  
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**Entrepreneurship  
Development  
Institute of India  
Ahmedabad**



Associate Institution :  
Makhn Lal Chaturvedi National  
University of Journalism and  
Communication, Bhopal



## NATIONAL FACULTY DEVELOPMENT PROGRAMME IN ENTREPRENEURSHIP

### **About Entrepreneurship Development Institute of India (EDII):**

Entrepreneurship Development Institute of India [EDII] ([www.ediindia.org](http://www.ediindia.org)), founded in 1983, by the IDBI Bank Ltd and other national financial institutions, is an all-India organization engaged in entrepreneurship development, training, education, capacity building, research and institution building. It operates from its 23-acre campus at Ahmedabad, six regional offices across the country, 17 project offices and a China office. Its Board of Governors headed by MD & CEO - IDBI Bank Ltd., includes Secretary, Ministry of MSME, Govt. of India, eminent entrepreneurs, economists, academicians and senior officials of public sector banks. EDII works in close partnership with such central government ministries as - science and technology, food processing, rural development, skill development and entrepreneurship, MSME, textiles and External Affairs, besides various state governments, SIDBI, NABARD and KVIC.

Entrepreneurship Development Institute of India (EDII) is a National level apex institute working with a firm belief that "Entrepreneurs need not be born but can be developed", EDII has been the spearhead of Entrepreneurship Development in India since last 38 years. These initiatives of EDII has contributed in a great way to the country's development, promoting lakhs of micro/ rural entrepreneurs. The National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science & Technology, Govt. of India has appointed Entrepreneurship Development Institute of India (EDII) as its National Implementing & Monitoring Agency (NIMAT) for entrepreneurship development and promoting entrepreneurship amongst Science & Technology target group through HRD and Entrepreneurship Development Strategy, at the national level. It will also work as a vital link between the NSTEDB and EDCs, STEPs, State ED organizations, NGOs and other implementing agencies for conducting the above said programmes.

### **About Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal**

Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal, was set up by Act Number 15 of 1990 of the Legislative Assembly of Madhya Pradesh state, the University is named after Makhanlal Chaturvedi, a renowned Freedom Fighter Poet and Journalist.

Makhanlal Chaturvedi National University of Journalism and Communication (MCNUJC), Bhopal is engaged in nurturing and meeting human resource requirements of the society. In its campuses at Bhopal and Khnadwa (in Madhya Pradesh) NOIDA (in UP), together with numerous institute in the country, the University is engaged in providing teaching, training and research facilities in various fields of journalism and communication. The University's mission is to provide academic programmes in media according to the aptitude of each student with a futuristic vision to ensure socially useful dialogue in every area of communication and mass communication.



*Welcome to  
Entrepreneurship  
Development  
Cell*

## **NATIONAL FACULTY DEVELOPMENT PROGRAMME IN ENTREPRENEURSHIP**

### **Rationale**

To capitalize India's great potential that is of young population we need more avenues to make them employed. These avenues will be generated by new entrepreneurs; The entrepreneurship needs to be imbibed to the young mind as a life style rather than giving it as a crash course or short term training. For this purpose, the faculty members from our UG/PG colleges need to be trained to inculcate the entrepreneurial way of life in their teaching.

Entrepreneurship Development Institute of India (EDII), Ahmedabad, backed by over 38 years of experience in the field, has designed the FDP for faculty members involved in teaching entrepreneurship. This has been implemented successfully across the country and abroad. The Institute has been receiving enthusiastic response for this Programme from the academic community. EDII announces the next Faculty Development Programme in Entrepreneurship during

**08 - 20 March, 2021**

### **Objective**

The Programme is designed to train and develop professionals in the area of Entrepreneurship Development so that they can act as 'Resource Persons' in guiding and motivating young students, particularly from Science & Technology stream, to take up Entrepreneurship as their career. The specific objectives are to:

- Expose the participating members to the comprehensive entrepreneurship development process.
- Equip them with the requisite skills, knowledge and competencies for effective initiation of goal oriented activities in their institutions.
- Familiarize the support available for promoting entrepreneurial activities in their institution.

### **Content**

The content of the programme is broadly classified as follows:

- Entrepreneurship Development Process & Model: Concept, Process, EDP model and Strategies.
- Skills and Behavioural Training: Entrepreneurial motivation and competencies, counseling and confidence building.
- Resource Building: Procedures and formalities in setting up enterprises, incentives and benefits for entrepreneurs.
- Knowledge-based Information Inputs: Curriculum development, procedures involved in initiating, planning, implementing and evaluating EDP curriculum.
- Business Opportunity Identification.
- Business Profile Preparation, Business Plan Formulation, Assessing the Viability of a Business Plan.
- Small Business Management.

## **Pedagogical Tools and Methodology**

Inputs will be imparted through:

- Lecture-cum- discussion, case studies, role plays and simulation exercises
- Interaction with experts in entrepreneurship development, curriculum development, opportunity guidance and with successful entrepreneurs for practical insights
- Study visits to institutions and small enterprises
- Group work and practice sessions

## **Target Group**

The programme is open to teachers and faculty members from universities, science and engineering colleges, polytechnics and entrepreneurship development institutions involved or likely to be involved in Entrepreneurship related activities.

## **Benefits to Sponsoring Institutions**

- With the trained faculty, Institutions can start their own Innovation and Entrepreneurship Development Cells
- Provide mentoring support to the Students to take up entrepreneurial career by setting up of enterprises and start ups
- Apply for funding support from different government department for entrepreneurship development activities and incubation centres
- Teach entrepreneurship related subjects in the institution
- Provide support to existing entrepreneurs

## **Duration**

Duration : 2 Weeks (08 - 20 March, 2021)

## **Venue**

Department of New Media Management, Makhanlal Chaturvedi National University of Journalism and Communication, Press Complex, Zone - I, M.P. Nagar, Bhopal (M.P.)

## **Fees**

The programme fee Rs. 2,500/- should be paid by Demand Draft payable in favor of "**Entrepreneurship Development Institute of India, at Ahmadabad**". The fee includes FDP kit, certificate, materials and food etc.

## **How to Apply**

The sponsoring institutions/ participants may send us the filled application form along with requisite fee by 06 March 2021 to:

### **Dr. Mohammad Hanif Mevati**

Programme Director  
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### **Dr. Avinash Bajpai**

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