



DST-NIMAT Project Sponsored

National Entrepreneurship Development Program

(With Special Focus on Solar Energy)

(27th November - 23th December, 2017)

Entrepreneurship Development Cell

**Shri Mata Vaishno Devi University,
Kakryal, Katra**



I. PROLOGUE

This Entrepreneurship Development Program (EDP) is designed to train and develop Budding/Practicing entrepreneurs, NGO based trainers and Science & Technology final year degree students in the area of entrepreneurship development to motivate youth to take up entrepreneurship as a career and make them aware about entrepreneurial competencies, so that they can initiate their ventures/start-ups in the near

future. The Program on 'Entrepreneurship Development' is likely to provide essential tools and techniques through diverse training methods. This self-generated new knowledge can enhance entrepreneurial opportunities potential and innovation practices in this part of the world. The five week program will enlighten the participants over various issues relating to enterprises establishment, new ventures including behavioural aspects of entrepreneurs, methodology of launching of enterprises, intricacies of management of financial, marketing, human resources, production, etc. of enterprises, rationale of usage of solar energy, and its varied applications.

II. GOALS OF THE PROGRAM IS TO:

- ✓ Create an awareness of the need and importance of entrepreneurship.
- ✓ Create interest for taking up self-employment.
- ✓ Facilitate identification of business opportunities
- ✓ Remove dependency syndrome and knowing their potential.
- ✓ Elicit importance of goal setting, risk taking behavior, systematic planning, efficiency orientation and concern for quality.
- ✓ Understand the various aspects of business laws, inventory management, growth & diversification of enterprises
- ✓ Equip the skills of preparing business plan
- ✓ Understand the complete aspects of marketing and customer management
- ✓ Understand techniques of preparation of feasible & viable projects.
- ✓ Bring awareness towards the solar energy related tools/ mechanics/technology functioning with Hands-on-training sessions
- ✓ Awareness for national and international solar energy initiatives

CONTENTS/ MODULES OF THE PROGRAM

❑ Module I: Behavioural Aspects

❑ Module II: Enterprise launching Aspects

❑ Module III: Managerial Aspects

❑ Module IV: Fundamentals of Solar Energy

❑ Module V: Solar Energy Applications

III. FOR WHOM

Budding Entrepreneurs, Practicing entrepreneurs, NGO based trainers and Science & Technology final year (or completed) degree students (like B.Tech., B.Arch., M.Sc., Integrated M.Sc., MBA students, M.Tech. as well as Diploma Holders). A total of 20-25 participants will be shortlisted on **First-Come-First-Served basis**.

IV. PEDAGOGY

Combination of Expert Lectures, Case Study Discussions, Role Plays, Business Plan Preparation, Panel Discussions, Hands-on-Training in the area of Solar Energy, Brain Storming, Library Research, etc.

V. IMPORTANT DEADLINES

Last date of receiving applications: 15th September, 2017

Confirmation of participation: The shortlisted candidates would be communicated by **1st October, 2017** through *e-mail* and the list of shortlisted candidates will also be available at University website- www.smvdu.ac.in

VI. BENEFITS OFFERED TO PARTICIPANTS

- ✓ **NO REGISTRATION FEES**
- ✓ However, *those who want to avail the Boarding and Lodging facility at Campus they have to pay additional nominal charges of Rs. 5000 (Subsidized) to avail the accommodation on Twin sharing basis.*
- ✓ A certificate of participation will be provided on the successful completion of training program.
- ✓ Those who want to commute (Up-Down) from Jammu City during the period of the FDP, viability of vehicle facility can be explored.

VII. HOW TO APPLY

Interested applicants **need to apply on the prescribed enclosed format which must be duly endorsed by the Head of the Department/Principal** of the Institution/ University Department, etc. **The applicants must have 12-Digit AADHAR Number** and Aspirants are also required to send a self-addressed envelope bearing stamp of Rs. 35 **alongwith a Demand Draft of Rs. 2000 {Caution Money Refundable}** in favor of **“Registrar, Shri Mata Vaishno Devi University, Katra”** payable at Jammu as an advance towards **confirmation and commitment of the applicants to attend the program, if shortlisted.**

For those applicants, who could not be shortlisted for the program, **the amount will be returned to them by post.** However, for those candidates, who would be selected but will not be attending the program, their advance amount shall not be returned at all in any case. In case of **selected candidates who will successfully attend the FDP, their Demand Draft will be RETURNED.** Interested candidates are required to send self-attested hard copies of all the relevant documents to **Program Coordinator by SPEED POST ONLY (or in person in the**

Office of Chief Coordinator, EDC-SMVDU addressed to **Dr. Supran K. Sharma, Program Coordinator & Chief Coordinator, Entrepreneurship Development Cell & Associate Professor, School of Business, Shri Mata Vaishno Devi University, Kakryal, Katra-182 320, J&K, India.** Here, it is important to mention that **THE APPLICATIONS SENT THROUGH COURIER SERVICE WILL NOT BE ACCEPTED AT ALL.**

However, one scanned copy of application form alongwith self-attested copies of all the documents/requirements may also be sent through E-mail to the Program Coordinator **as an advance copy.** Nevertheless, the candidate will be considered for final shortlisting only after receiving the hard copy of all the documents within stipulated time period **through speed-post only.** Applications received after the stipulated last date may not be considered.

VIII. RESOURCE PERSONS

Resource persons are eminent and accomplished scholars drawn from reputed universities/entrepreneurship development institutions/other institutes as well as practicing entrepreneurs.

IX. VENUE

School of Business, Faculty of Management, Shri Mata Vaishno Devi University, Kakryal, Katra-182 320, J&K, India.

X. HOW TO REACH JAMMU

- Jammu is well connected by rail, road and air from New Delhi and several cities of Haryana & Punjab.
- Regular bus/train service is also available to holy city of Katra from almost all district headquarters of Punjab, Haryana, Himachal Pradesh, Chandigarh, etc.
- SMVDU Campus is about 13 Kms. from Shri Mata Vaishno Devi Railway/Bus station, Katra.
- From Jammu Airport/Railway/Bus station one can reach SMVDU by local bus with a change at Domel or by Taxi.
- The Campus is about 7 Kms. away from Domel, on the Panthal-Katra link road.

XI. CLIMATE

Temperature in the region fluctuates between 15⁰ to 24⁰ Celsius during the period of the Program.

XII. ABOUT THE UNIVERSITY

Shri Mata Vaishno Devi University has been established, under J&K State Legislature Act, 1999, as an autonomous, highly technical & fully

