

**An event report**  
**on**  
**Five Days**  
**Faculty Development Program**  
**(FDP)**

**On**

**“Innovation and Entrepreneurship”**

**Sponsored by:**

**AICTE and Ministry of Education's Innovation Council**

**Organized by**

**Faculty of Commerce and Institution's Innovation Cell, Sarala  
Birla University, Ranchi**

**In association with**

**IQAC, Sarala Birla University, Ranchi**

**25<sup>th</sup> – 29<sup>th</sup> March, 2025**

## **Faculty Development Program- 2025**

**Sponsored by:** AICTE and Education's Innovation Council

**Organized by:** Faculty of Commerce in Association with Institution's Innovation Council, and IQAC, Sarala Birla University, Mahilong, Ranchi

**Topic:** Innovation and Entrepreneurship

**Date:** 25<sup>th</sup> – 29<sup>th</sup> March 2025, 10:30 am to 04:00 pm

### **BACKGROUD OF THE FACULTY DEVELOPMENT PROGRAM**

In the ever-evolving landscape of higher education, fostering innovation and nurturing entrepreneurial mindsets among faculty members has become a strategic priority. To align with the objectives of the National Innovation and Startup Policy (NISP) and to promote a culture of creativity, critical thinking, and problem-solving, the All India Council for Technical Education (AICTE) has initiated a series of Faculty Development Programmes (FDPs) focused on innovation and entrepreneurship.

As part of this national initiative, Sarala Birla University is proud to host a 5-day FDP on "Innovation & Entrepreneurship" from **25th March to 29th March, 2025** at its campus in Birla Knowledge City, Mahilong, Ranchi. The programme is designed to equip faculty members with the knowledge, tools, and skills necessary to guide students in innovative thinking and entrepreneurial ventures. It aims to strengthen the innovation ecosystem within academic institutions by empowering educators to become catalysts for change.

This FDP will bring together academicians, industry experts, and policy makers to explore cutting-edge strategies, share best practices, and engage in hands-on sessions that bridge theory with real-world application. Through a blend of lectures, case studies, group activities, and mentoring, the programme will create a robust foundation for fostering entrepreneurship and innovation in the academic environment.

The Faculty Development Program (FDP) aims to develop an entrepreneurial mindset and innovative teaching approach. It seeks to provide practical insights into startup ideation, customer discovery, and business modelling. Additionally, the program facilitates engagement with startup founders, investors, and industry experts. Participants will learn best practices for fostering an entrepreneurial ecosystem on campus and will be guided in creating an action plan to integrate innovation into teaching and

incubation

activities.

The program is designed for faculty actively engaged as Innovation Ambassadors or those leading Institution Innovation Councils (IICs), IEDCs, E-Cells, Entrepreneurship Clubs, or similar initiatives. It also targets faculty with expertise in innovation-centric fields such as product design, business strategy, technology development, Intellectual Property (IP), and technology transfer. Faculty members involved in product development or project execution, whether externally or internally funded, are also encouraged to participate. Additionally, individuals managing innovation-related activities within an Incubation Centre and those who have mentored students for competitions such as hackathons (e.g., Smart India Hackathon) or entrepreneurial ventures are given preference.



**Expected Outcomes:**

- Enhanced capacity of educators and incubation managers to promote and manage innovation and entrepreneurship.
- Increased awareness about funding opportunities, IPR, and commercialization strategies.
- Creation of a network of like-minded professionals committed to fostering innovation and entrepreneurship.
- Development of action plans by participants to implement in their respective institutions.

**Number of Seats:**

- Only 50 participants will be selected by the organisers and AICTE officials.
- Each selected participant will receive a consolidated TA of Rs. 1,000 for attending the 5-day workshop post completion after submission of bills and 100% attendance.

**Certificate**

- All the certificates will be issued by AICTE and Ministry of Education's Innovation Cell upon the fulfilment of the criteria.

**Important Dates:**

- Registration Starts: 04<sup>th</sup> March, 2025
- Registration Closed: 20<sup>th</sup> March, 2025
- Intimation of Selection: 22<sup>nd</sup> March, 2025

**Registration fee and process:**

- No Registration fee
- For registration: Visit the link: [bit.ly/3EXtr1h](http://bit.ly/3EXtr1h)

Or Scan the QR Code:



For any query: [sbu\\_fdp@sbu.ac.in](mailto:sbu_fdp@sbu.ac.in)



**Five Days  
Faculty Development  
Program (FDP)**  
ON  
**Innovation and Entrepreneurship**

Sponsored by:  
AICTE and Ministry of Education's Innovation Council

Organized by:  
FACULTY OF COMMERCE & INSTITUTION'S INNOVATION CELL  
SARALA BIRLA UNIVERSITY, RANCHI.

In Association with:  
IQAC, SARALA BIRLA UNIVERSITY, RANCHI.

Ministry of Education's  
INNOVATION CELL  
Ministry of Education, India

25<sup>th</sup> - 29<sup>th</sup> March, 2025, Time : 10:30 am to 04:00 pm  
Sarala Birla University, Ranchi

**Faculty Development Program (FDP)**

**Chief Patron:**  
Dr. Pradip Kumar Varma  
Hon'ble Member of Parliament (Rajya Sabha)  
&  
Director Planning & Organisational Development  
SBU, Ranchi

**Patron:**  
Prof. Gopal Pathak  
Hon'ble Director General  
SBU, Ranchi

**Chairman:**  
Prof. C. Jeganathan  
Hon'ble Vice Chancellor  
SBU, Ranchi

**Co-ordinator (PI):**  
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Dean, Faculty of Commerce  
President, Institution's Innovation Council (IIC)  
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**Co-Coordinator (Co-PI):**  
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*We are feeling proud & privileged  
to invite you for the*

**5 DAYS FACULTY DEVELOPMENT  
PROGRAMME (FDP)**

|   |  |  |
|---|--|--|
| <b>Dr. Pradip Kr. Varma</b><br>Hon'ble MP (Rajya Sabha)<br>Jharkhand  |  | <b>Prof. Gopal Pathak</b><br>Hon'ble Director General<br>SBU, Ranchi   |
| <b>Prof. C. Jeganathan</b><br>Hon'ble Vice Chancellor<br>SBU, Ranchi  | <b>Mr. Indrajeet Yadav</b><br>Joint Director & HOD, MSME- DFO,<br>Govt of India, Ranchi<br>Industrial Estate Kokar, Ranchi | <b>Prof. S. B. Dandin</b><br>Registrar<br>SBU, Ranchi  |
| <b>SPEAKERS</b>   |  |  |
| <b>Mr. Partho Pratim Chatterjee</b><br>Director and Chief Technologist<br>Aditya BI-Innovation Pvt. Ltd., Nagpur            | <b>Dr. Sudipto Bhattacharya</b><br>Entrepreneurship Educator, SVTP<br>Professor & Principal, IIMS Kolkata                  | <b>Mr. Manish Piyush</b><br>Director & Co-Founder,<br>Puresh Daily Food Pvt. Ltd., Ranchi                        |
| <b>Mr. Rajeev Kumar Gupta</b><br>Corporate Affairs, Head Jharkhand<br>Rashmi Group Kolkata<br>Curator TEDx Kanke            | <b>Mr. Gaurav Kumar</b><br>Assistant Director,<br>MSME-DFO, Govt. of India   | <b>Dr. Harpreet Singh</b><br>Ex-HOD, Entrepreneurship<br>Development, XISS, Ranchi                               |
| <b>Mr. Asim Krsna Das</b><br>Trustee, Research Innovation<br>Certified Trainer, Entrepreneurship<br>& Development Programme | <b>Dr. Hariharan</b><br>Ex-Additional Director MTI SAIL,<br>External Expert Member of IIC, SBU                             | <b>Dr. Sushil Kumar</b><br>Professor Incharge, ISM, Ranchi<br>Ex Asst. Director, MSME,<br>Govt. of India, Jaipur |
| <b>Dr. Amresh Kumar</b><br>Professor NIT Jamshedpur<br>PI-Technology Business Incubator<br>DST, Govt. of India              |  | <b>Mr. Sanjay Singh</b><br>HOD Finance, CCL, Ranchi &<br>External Expert Member, IIC, SBU                        |

25th - 29th  
March, 2025

9:00 AM  
to  
05:00 PM

**G. D. BIRLA AUDITORIUM  
& Seminar Hall, Nursing Block**  
Sarala Birla University,  
Ranchi

**R.S.V.P.**  
**Dr. Sandeep Kumar**  
Coordinator (PI)  
Dean, Faculty of Commerce  
President, IIC

## Report on the Inaugural Day of the Five-Day Faculty Development Program (FDP) on Innovation and Entrepreneurship



**Organized by the Faculty of Commerce and the Institution's Innovation Council (IIC), in collaboration with IQAC, Sponsored by AICTE & Ministry of Education's Innovation Cell**

**Venue: G.D. Birla Auditorium, Sarala Birla University, Ranchi**

**Date: March 25, 2025**

Sarala Birla University, Ranchi, witnessed the enthusiastic commencement of a five-day Faculty Development Program (FDP) on Innovation and Entrepreneurship, organized by the Faculty of Commerce and the Institution's Innovation Council (IIC) in collaboration with the Internal Quality Assurance Cell (IQAC). Sponsored by the All-India Council for Technical Education (AICTE) and the Ministry of Education's Innovation Cell, this significant academic initiative is scheduled to run until March 29, 2025.

This event is part of the University's continuous pursuit of academic excellence and the holistic development of faculty. It aims to empower educators with critical insights and tools to nurture entrepreneurial thinking and innovative practices among students. It is also a stride forward in aligning institutional goals with the national vision of promoting startups, innovation, and Atmanirbhar Bharat.

## **Inauguration Ceremony**





The program commenced with the traditional lighting of the lamp, symbolizing the dispelling of ignorance through the light of knowledge. The ceremony was graced by the presence of eminent dignitaries and speakers Mr. Rajeev Kumar Gupta, Mr. Manish Piyush, Mr. Partho Pratim Chatterjee, Dr. Sudipto Bhattacharya, Mr. Indrajeet Yadav, Prof. Gopal Pathak, Prof. C. Jeganathan, Prof. S.B. Dandin, Dr. Sandeep Kumar, faculty members from Sarala Birla University, and participants from various academic institutions across the region.

The host of the event, Dr. Arohi Anand initiated the proceedings by introducing the esteemed guests and providing the audience with a glimpse into the goals and vision behind the program. She emphasized the role of such development programs in shaping a forward-thinking academic community that goes beyond conventional learning.







Dr. **Sandeep Kumar**, FDP Coordinator, Dean of the Faculty of Commerce, and President of the Institution's Innovation Council (SBU), delivered the welcome address. He extended his heartfelt gratitude to all dignitaries, participants, and collaborators for their support in organizing the event. In his address, he provided an overview of the five-day program structure, emphasizing the central themes of innovation, entrepreneurship, ideation, and mentorship. He stated that the FDP is designed to develop a robust foundation for faculty members, enabling them to become facilitators of change and innovation within their institutions.

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### Keynote Addresses:

The day's proceedings featured a series of impactful keynote addresses by distinguished speakers and industry leaders, each bringing a unique perspective on innovation and entrepreneurship.

**Mr. Rajeev Kumar Gupta**, Corporate Affairs Head for Jharkhand at Rashmi Group Kolkata, Curator of TEDx Kanke, and Founder of the Ideate Inspire Ignite Foundation, captivated the audience with his powerful words. He emphasized that faculty members are the first catalysts in shaping entrepreneurial aspirations among students. According to Mr. Gupta, "Pursuing innovation requires courage, consistency, and confidence," and these values must be instilled in both teachers and students alike. He highlighted how faculty play a pivotal role not just in teaching but also in nurturing ideation and creating a support system for budding entrepreneurs.



**Mr. Manish Piyush**, Director and Co-Founder of Puresh Daily Foods Pvt. Ltd., Ranchi, echoed a similar sentiment, stressing that faculty members are often the immediate mentors and role models for students. He noted that students must be encouraged to work on new ideas and develop the ability to convince others about their vision. "Innovation is not just about having an idea but about believing in it, refining it, and presenting it confidently," he added. Mr. Piyush urged faculty to help



students develop a problem-solving mindset, as this will ultimately fuel the journey toward entrepreneurial success.

**Mr. Partho Pratim Chatterjee**, Director and Chief Technologist at Aditya Bi-Innovation Pvt. Ltd., Nagpur, Maharashtra, brought a motivational dimension to the session. He emphasized the importance of lifelong learning for educators. “Faculty must strive to learn something new every day—not just for their students, but for their own growth,” he stated. Encouraging the participants to live life chasing their own dreams rather than fulfilling others’ expectations, he championed the idea of personal fulfilment through innovation and exploration.



**Dr. Sudipto Bhattacharya**, a Certified Entrepreneurship Educator from Stanford University’s SVTP program, a Goldman Sachs Scholar, and Certified Startup Mentor from London Business School, also addressed the gathering. As the Co-founder of Tridhara Business Solution and Principal at IIMS, Kolkata, Dr. Bhattacharya shared his experiences in mentoring startups and fostering innovation in educational spaces. He emphasized the role of faculty in transforming academic learning into real-world problem-solving tools. His insights brought an international perspective to the FDP and offered valuable guidance on integrating global best practices into the Indian context.

### University Leadership Address:

The university leadership also expressed their support and vision for the FDP.

**Prof. S.B. Dandin**, Registrar of Sarala Birla University, highlighted the vision of G.D. Birla as inscribed on the auditorium walls. He underlined the importance of innovation, not just as a buzzword, but as a core value that should reflect in the daily life of academia. “Learning must lead to transformation,” he remarked, encouraging both faculty and students to embrace innovation as a continuous journey.

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**Prof. C. Jeganathan**, Hon'ble Vice Chancellor of SBU, commended the initiative and spoke about the visionary leadership of Prime Minister Narendra Modi, who has been a driving force behind the innovation and startup movement in India. He urged the faculty to align with national development goals and emphasized that fostering an entrepreneurial culture within institutions is critical for the country's progress.



**Prof. Gopal Pathak**, Director General of SBU, offered a compelling narrative on the need for disruption in education through innovation and entrepreneurship. He emphasized the FDP as an essential platform for faculty to learn, unlearn, and relearn, thereby equipping themselves to guide the next generation of innovators.

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### Chief Guest's Address:

The Chief Guest for the event, **Mr. Indrajeet Yadav**, Director Head of DFO, MSMEs-DFO, Industrial Estate Kokar, Ranchi (Govt. of India), delivered an inspiring and pragmatic address. He focused on the importance of working on concrete ideas rather than abstract aspirations. "A business will only be successful when your idea is successful," he remarked. His message emphasized clarity, execution, and scalability of ideas, especially in the context of entrepreneurship.



Mr. Yadav encouraged faculty to help students move beyond theoretical knowledge and develop the **skills necessary to test, refine, and implement their ideas in the real world**. He also shed light on various government schemes and support structures available for startup initiatives, especially for youth and women entrepreneurs.

The First session ended with a Vote of Thanks given by **Dr. Mukesh Babu Gupta**, Co-Coordinator, FDP.





Post National Anthem, the dignitaries, Speakers and participants proceeded for Lunch.

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The second session of the event began after the lunch at 01:30 PM sharp, with the welcoming of the speakers of the session, **Mr. Manish Piyush**, Director and Co-Founder, Puresh Daily Foods Pvt. **Dr. Gaurav Kumar**, Assistant Director, MSME-DFO, Government of India, Ranchi and **Dr. Parthto Pratim Chatterjee**, Director and Chief Technologist, Aditya Bi Innovation Pvt. Ltd. Nagpur, Maharashtra.



The event began with the speech of **Mr. Manish Piyush**, Director and Co-Founder, Puresh Daily Foods Pvt. Ltd. He enlightened the audience on the topic “**Interaction with the start-ups and mentor on problem solution**” He inspired students and aspiring entrepreneurs by sharing his journey from BIT Mesra and IIM to building Jharkhand’s first night-order dairy service. He

emphasized perseverance, financial planning, and innovation. Despite early challenges, he scaled Puresh from five customers to supplying 5,000 liters daily. He encouraged students to start early, form trusted teams, and leverage government schemes. Stressing problem-solving and adaptability, he assured support for Jharkhand startups as a Jharkhand Federation of Commerce member.

**Dr. Gaurav Kumar**, Assistant Director, MSME-DFO, Government of India, Ranchi, spoke on the topic, **“MSME Schemes and Public Procurement Policy for Entrepreneurship”** He addressed the audience on MSME schemes and public procurement policies. He discussed key initiatives like the MSME Innovation Scheme, ZED Certification, Competitive Lean Scheme (2022), Digital MSME, and opportunities for MSEs in domestic trade fairs. Emphasizing the role of MSMEs in economic growth, he encouraged participation in government-supported programs to enhance competitiveness and sustainability. His insights aimed to empower local businesses with financial and policy support.



**Dr. Parthto Pratim Chatterjee**, Director and Chief Technologist, Aditya Bi Innovation Pvt. Ltd. Nagpur, Maharashtra. He addressed the audience on the topic, **“Creativity and Idea Generation through thinking techniques like Brainstorming, Mind-Mapping and SCAMPER.”** He shared his insights on creativity, sustainability, and green entrepreneurship. Quoting *The Road Not Taken* by Robert Frost, he discussed the difference between idea, epiphany, and creation. He explored sustainability’s scope, animism, and the prosumer-consumer distinction. Addressing challenges in green energy, he shared his transition from material engineering to sustainability. Ending with an interactive quiz, he encouraged students to think innovatively for a sustainable future.

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Live Question and Answer round followed after each presentation which gave an opportunity to the participants to directly interact with the mentors and the speakers, which provided them with more clarity about the discussed topics and concepts.

The event concluded on a positive note with guests and the participants proceeding towards refreshments, along with discussions on the comprehensive insights they acquired through the address of speakers.

### **Conclusion: Laying the Groundwork for Transformation**

The inaugural day of the FDP at Sarala Birla University concluded on a high note, filled with motivation, new ideas, and collaborative spirit. The program has successfully set the tone for the coming days, which promise interactive sessions, hands-on training, panel discussions, and networking opportunities aimed at **bridging the gap between academia and industry**.

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This Faculty Development Program serves as a beacon of Sarala Birla University's commitment to promoting **experiential learning**, **innovation-driven education**, and **entrepreneurial spirit**. By investing in the development of its faculty, the University is taking significant steps toward creating an environment where creativity and innovation thrive and where future leaders are nurtured.

The continued participation and enthusiasm of faculty from within the University and other institutions underscore the relevance and need for such programs in today's dynamic academic landscape

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## REPORT ON DAY TWO OF FDP ON INNOVATION & ENTREPRENEURSHIP

The second day of the 5-Day Faculty Development Programme (FDP) on Innovation & Entrepreneurship, held on 26th March 2025, at the Seminar Hall, Nursing Block, was structured to impart practical insights into the startup ecosystem. It is focused on one of the most critical concepts in the startup ecosystem — the Minimum Viable Product (MVP). The sessions were designed to equip faculty members with essential frameworks, tools, and real-world applications that foster entrepreneurial thinking and innovation. The day included keynote addresses, interactive sessions, and live Q&A, ensuring active participation and knowledge exchange.

Faculty members from Different colleges & universities across Jharkhand participated in the second day of the five-day Faculty Development Program (FDP) on Innovation and Entrepreneurship, organized by the Ministry of Education's Innovation Cell and All India Council for Technical Education (AICTE) which is hosted by Faculty of Commerce, Institution's Innovation Council and IQAC Sarala Birla University, Ranchi from March 25 to March 29, 2025.

During the second day's session, Dr. Sandeep Kumar, Associate Professor and Dean of the Faculty of Commerce, shared insights on the expansion of the Minimum Viable Product (MVP) in entrepreneurship and startups. He elaborated on various startups emerging in Jharkhand, such as those focused on bamboo craftsmanship and Mahua cake production, and discussed practical measures to address challenges in the startup ecosystem. Additionally, he provided valuable information on leveraging MVPs in business.

Dr. Sudipto Bhattacharya, a renowned startup mentor and Principal of IIMS, Kolkata, led an interactive live session and Q&A discussion, emphasizing the benefits of networking opportunities. He highlighted how such engagements equip faculty members with essential knowledge to guide aspiring entrepreneurs. Using examples like Amway and other market players, he explained key business concepts with the help of the Ishikawa and Pareto diagrams. Through games and interactive activities, he conveyed the essence of entrepreneurship and the true spirit of startups.

The Hon'ble Vice Chancellor of SBU, Prof. C. Jeganathan, felicitated Dr. Sudipto Bhattacharya and expressed gratitude for his insightful talk on entrepreneurship and startups. The session was moderated by Dr. Nitya Garg.

Among the 50 participants selected for the FDP at SBU, 30 represent various institutions across Jharkhand. Out of 1,639 applications received at the national level, 50 were shortlisted, with SBU being one of only two universities from Jharkhand to be selected. This information was shared by Dr. Sandeep Kumar, Coordinator and Dean of FDP.



**Dr. Nitya Garg**, a distinguished academician and a passionate advocate for entrepreneurial education. With her extensive experience in mentoring faculty and students in the areas of innovation, startup development, and academic leadership, Dr. Garg brings invaluable insight and expertise to the programme. Her dynamic approach to facilitating discussions and engaging participants fosters an interactive and enriching learning environment. Under her guidance, the FDP aims to create a meaningful impact by inspiring faculty members to drive innovation and promote an entrepreneurial mindset within their institutions.



## SESSION-WISE SUMMARY

**Technical Session I:** Scope of Minimum Viable Product (MVP) for Entrepreneurship and Startups

Time: 09:30 AM – 11:00 AM

Speaker: Dr. Sandeep Kumar

Associate Professor & Dean, Faculty of Commerce | FDP Coordinator-PI



As part of the 5-Day Faculty Development Programme (FDP) on *Innovation & Entrepreneurship*, a detailed session led by **Dr. Sandeep Kumar**—Associate Professor & Dean, Faculty of Commerce, and President of IIC at Sarala Birla University—focused on the critical role of **Minimum Viable Products (MVPs)** in the startup ecosystem. The session began by defining the MVP as the most basic

version of a product that enables teams to collect maximum validated learning about customers with the least effort. It emphasized that MVPs are not just products but strategic tools that reduce resource expenditure while allowing real-time feedback and market validation.



The presentation highlighted the core characteristics of an MVP: it solves a specific problem, is cost-effective, quickly deployable, and targets early adopters. He outlined the essential steps in MVP development—starting with problem identification, followed by market research, feature design, product creation, and iterative user testing. Tools such as Figma, Trello, WordPress, and Shopify were introduced to streamline design, management, and development processes.

A case study on **Dropbox** provided a real-world example of a successful MVP. Instead of building the entire product upfront, Dropbox used a simple explainer video to showcase its concept. Shared on platforms like Hacker News, the video sparked massive interest, growing the waitlist from 5,000 to 75,000 overnight—before any real product was developed. This validated the concept and helped Dropbox tailor its offerings based on user feedback, saving both time and money.

The session also examined a localized case study on the “Love MVP,” demonstrating how feedback loops, strategic pivots, and market-specific customization (such as improving algorithms and adding features) contributed to its growth. Additionally, Jharkhand’s rich cultural and economic landscape was discussed, underscoring local entrepreneurial opportunities in handicrafts, foods, and mineral-based industries.

In conclusion, the session illuminated how MVPs empower entrepreneurs to validate ideas, adapt to feedback, and launch scalable products. It offered faculty valuable insights for mentoring future innovators and integrating entrepreneurship more effectively into academic settings.



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## **Technical Session II: Tools & Techniques for Customer Discovery**

Time: 11:10 AM – 12:40 PM

Speaker: Dr. Sudipto Bhattacharya

Certified Entrepreneurship Educator (Stanford), Goldman Sachs Scholar, Co-founder – Tridhara Business Solutions



**Dr. Sudipto Bhattacharya**, a Certified Entrepreneurship Educator from Stanford, Goldman Sachs Scholar, and Co-founder of Tridhara Business Solutions. The session focused on equipping faculty members with practical tools and techniques for effective customer discovery, a foundational element in the entrepreneurial journey. He emphasized that successful entrepreneurship begins with

accurately identifying real customer problems or “jobs to be done.” He introduced participants to various customer discovery methods, including in-depth interviews, structured surveys, and behavioral observation techniques, which help uncover hidden pain points and unmet needs in the target market.

The session stressed the importance of gaining customer insights, as these insights play a crucial role in designing Minimum Viable Products (MVPs) that align with actual user needs. By understanding what customers truly want, entrepreneurs can improve adoption rates and reduce the risks of product failure. Dr. Bhattacharya strongly advocated for field research, urging entrepreneurs and educators to “get out of the building”—a phrase popularized in startup methodology—to interact directly with users, gather real-time feedback, and test assumptions. This hands-on, evidence-based approach to customer discovery, he noted, is vital for building meaningful, user-centered solutions that drive startup success. The session provided faculty with both theoretical frameworks and actionable insights to guide aspiring entrepreneurs effectively.

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## **Technical Session III: Components of a Strong Value Proposition & Business Model Alignment**

Time: 01:30 PM – 03:00 PM

Speaker: Dr. Sudipto Bhattacharya



The session also covered several foundational concepts crucial to building a strong startup framework, beginning with the importance of **Value Proposition Design**. Participants were guided to understand that any successful entrepreneurial venture must begin with a clear and compelling value proposition—an offering that effectively solves a significant problem or fulfills a real

need for a defined customer segment. A well-designed value proposition forms the backbone of any business idea, providing a strong reason for customers to choose a product or service over existing alternatives.

Building on this foundation, the session introduced the **Business Model Canvas (BMC)**—a strategic tool that helps visualize and structure key elements of a business model. Participants explored its nine essential components: **Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Activities, Key Resources, Key Partnerships, and Cost Structure**. This comprehensive yet simple framework was presented as an effective method for refining startup ideas, aligning internal processes, and identifying potential gaps or weaknesses early in the development process. Faculty members were encouraged to use the BMC both as a teaching tool and a practical guide for mentoring student entrepreneurs.

Another major theme was **Competitive Differentiation**, which emphasized the necessity of crafting value propositions that are not only relevant and customer-centric but also distinctive and defensible in the face of market competition. Participants learned that a value proposition must clearly communicate what sets a product or service apart, highlighting its unique benefits in a way that resonates with target users. The session concluded with the understanding that successful startups are built on value-driven models, strategic clarity, and a deep awareness of the competitive landscape.

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#### **Technical Session IV: Understanding the Build-Measure-Learn Loop & Lean Startup Basics**

Time: 03:10 PM – 04:10 PM

Speaker: Dr. Sudipto Bhattacharya



The session also provided an in-depth exploration of **Lean Startup Fundamentals**, a methodology that has revolutionized how modern startups approach product

development and market entry. Central to this approach is the **Build-Measure-Learn cycle**, a continuous feedback loop that emphasizes rapid experimentation and data-driven decision-making. The cycle begins with the **Build** phase, where entrepreneurs are encouraged to develop a simplified version of their product that contains only the core features necessary to solve the targeted problem. The aim is not to perfect the product but to create something that can be quickly tested by real users.

Once the MVP is in the hands of customers, the **Measure** phase involves tracking user interactions, collecting feedback, and analyzing data to evaluate how the product performs in real-world settings. This phase is crucial for identifying what works, what doesn't, and how customers are engaging with the product. The insights gained lead to the **Learn** phase, where startups assess whether to pivot (change direction) or persevere with the current model. Adjustments are then made based on this learning, and the cycle repeats to drive continuous improvement.

The benefits of the Lean Startup approach are significant. It helps **minimize waste**—both in terms of time and financial resources—by avoiding the trap of building products based on assumptions rather than validated customer needs. Moreover, it encourages **validated learning**, where decisions are grounded in evidence rather than intuition. Importantly, it helps entrepreneurs determine early whether to continue with their current business strategy or pivot to a new approach, thereby increasing the chances of startup success. Faculty participants were encouraged to integrate this model into their mentorship and curriculum to better prepare students for real-world entrepreneurial challenges.

## Conclusion

The programme emphasized exploring regional potential in Jharkhand for entrepreneurship. Local industries were mapped against MVP and Lean principles to highlight viable startup ideas. Key Areas of Opportunity such as Dhokra Metal Art, Tussar Silk Textiles, Bamboo & Wood Crafts, Arsa, Mahua Cake, Handia (traditional rice beer), Chilka Roti, Guchchi Mushrooms, Iron ore, coal, bauxite, rice, pulses.

Participants were encouraged to explore these traditional sectors for sustainable startup models that align with local heritage and global demand. Understand and apply the MVP approach, embrace customer-centric product development, utilize the business model canvas as a blueprint for entrepreneurial planning and adopt lean startup methodology for efficient venture creation. Through expert-led sessions and real-life examples, the participants gained a solid foundation to guide students and themselves toward impactful entrepreneurial ventures.

## Acknowledgements





Honourable Vice Chancellor Prof. C. Jagnathan felicitated Dr. Sudipto Bhattacharya with a plant as a token of appreciation, symbolizing growth, sustainability, and gratitude for his insightful session in presence of Dr. Sandeep Kumar (Associate Professor & Dean, Faculty of Commerce & FDP Coordinator-PI)

The Faculty of Commerce and the organizing committee of the FDP extend their sincere gratitude to Dr. Sandeep Kumar, for delivering an insightful keynote and for his leadership as the Programme Coordinator, Dr. Sudipto Bhattacharya, for his in-depth sessions on value propositions and lean methodology and all Participants, for their active engagement and commitment to fostering innovation and entrepreneurship.

### Report of 3rd Day of five days of FDP

On 27th April 2025, sessions of the two resource persons were conducted at the seminar hall of the Nursing block of the University. The first two sessions of the first half was taken by Dr. Mukesh Babu Gupta, Assistant Professor, Faculty of Commerce, SBU, Ranchi. His topic to impart his knowledge was on "Understanding of Basic Financing Planning and Budgeting: Finance for Startups." At first, he explained participants about different stages of startups, where he said that, first stage is 'Idea Stage', then second is 'Pre-Seed Stage', third is 'Seed Stage', fourth is 'Early Stage' and final fifth one is the 'Growth Stage.' He talked about the different components of financial planning, because he highly believes in the importance of financial planning for startups. In the next session he talked about the importance of Budgeting, under which he explained about budgeting tools and different sources of finance like equities, debentures, corporate bonds, etc. At last, he also gave his valuable insights about the basics of financial planning.



In the second half of the day, the third and fourth session of the day was of Dr. Manoj Pandey, Associate Professor and Head of the Department of ECE, SBU, Ranchi on the topic "Intellectual Property for Startups: Types of IP and their Significance." In his session, Dr. Pandey explained the participants about various types of IP, like- Patents, Copyrights,

Trademarks, and Trade Secrets—and explained how each can be strategically used to protect innovation, build brand identity, and increase competitive advantage. He said that early IP awareness and protection is very important, especially in the tech-driven startup landscape. He also told the participants that how proper IP management can attract investors, prevent infringement issues, and contribute to long-term sustainability and growth. He also provided practical sessions of solving the questions to the participants, which made his session interactive, informative, and essential for aspiring entrepreneurs and innovators.

#### **Day 4 (28th March,2025) Session Venue: Seminar Hall, Nursing Block**

The fourth day of the Faculty Development Programme featured two highly insightful sessions in first half of the day, delivered by Dr. Hariharan, former Additional Director at MTI, SAIL and External Expert Member of IIC, SBU Ranchi. Dr. Hariharan addressed two vital themes related to entrepreneurship in higher education: building a safe and supportive environment for student-led innovation, and aligning institutional efforts with the broader goal of nurturing entrepreneurial spirit.

In the first session, with his lecture on “Creating Safe Spaces for Students in the Field of Leading Innovation and Entrepreneurship Activities and Pre-Incubation on Campus” Dr. Hariharan emphasized the importance of creating safe spaces on campus environments where students feel encouraged to explore innovative ideas and take entrepreneurial risks without the fear of failure or judgment. He expanded the conventional definition of capital, urging participants to consider not just financial resources, but also creativity, networks, trust, and mindset as fundamental components of entrepreneurial capital.

The session was notably interactive. Dr. Hariharan presented ten reflective questions to the faculty, designed to prompt introspection on how they perceive and foster creativity and logic among students. This was complemented by the use of videos and activities, which helped illustrate the different cognitive orientations whether individuals tend to be more creative or logical and how this understanding can inform effective mentorship.

In the second session, titled "Aligning the Activities in Campus with Purpose and Vision of Promoting Entrepreneurial Spirit", Dr. Hariharan discussed how institutions can embed entrepreneurship into academic and extracurricular initiatives. He illustrated this through case studies like BluSmart and Syntex, highlighting real-world challenges and strategies in startup development.

A notable insight from the session was his distinction between being "rich" and being a "king" the former focused on personal gain, while the latter builds ecosystems that uplift others. He urged faculty to mentor students toward becoming such impactful leaders.





He also outlined the eligibility criteria for startups in India and emphasized the importance of networking as a key enabler of collaboration, resource access, and long-term success. Dr. Hariharan mentioned several actionable strategies through which entrepreneurial thinking can be cultivated among students. These included organizing ideation challenges, establishing mentorship structures, engaging with industry

experts, and encouraging interdisciplinary collaboration. He concluded the sessions by extending his best wishes to all participants, encouraging them to continue playing an active role in shaping the entrepreneurial aspirations of students.

The first session of the second half was conducted by Dr. Harpreet Singh, Ex- HoD, Entrepreneurship Development Program, XISS, Ranchi. His topic was "Identifying Problems Suitable for Solving Through Entrepreneurial Ventures." Here, he focussed on 'Problem solving.' As per him, every being has a capability to solve problems, and if the students will be having this quality, then they can emerge as an entrepreneurs i.e., entrepreneurship can be developed in the students through problem solving. To clear the concepts, he also conducted some interesting activities. At last, he gave blessings to all participants in their endeavours to promote and develop academia and innovation.

The second session of the second half was engaged by Shri Asim Krsna Das (Mr. Ashok Kumar), Trustee, Research Innovation, Nucleus Ranchi and Certified Trainer, Entrepreneurship and Development Program. He spoke on the topic "Go to Marketing Strategy for Understanding Market Reach and an Actionable Roadmap for Successful Product or Service Launch." He explained participants that how an entrepreneur is closely related with the various sectors like manufacturing, Business and service sector. He also said that being closely related with various sectors are various avenues of entrepreneurs. He stated that market research and roadmap is vital to be a successful entrepreneur.



### **Day 5 (29th March,2025) Session Venue: Seminar Hall, Nursing Block**

The first session of the fifth day of the FDP started with *Action Plan Development and Presentation* by the participating teams, where each group or individual participant applied the insights gained from the previous sessions to craft innovative and practical entrepreneurial action plans. Teams /individuals collaborated to identify real-world problems, propose viable business solutions, and outline strategies for implementation, resource management, and scalability. The presentations showcased a diverse range of ideas, reflecting creativity, critical thinking, and a clear understanding of entrepreneurial concepts. Constructive feedback was provided by the facilitators and peers, encouraging further refinement and execution. This hands-on session served as a dynamic platform for experiential learning, team collaboration, and the practical application of entrepreneurial skills.



The second session of the day was titled *“Evangelizing Entrepreneurship and Developing Intrapreneurial Mindset for Entrepreneurship Educators”* by Dr. Sushil Kumar, Professor In-Charge at ISM Ranchi and former Assistant Director at MSME, Government of India, Jaipur. Sir emphasized the importance of fostering both entrepreneurial and intrapreneurial mindsets among educators to better inspire and guide future entrepreneurs. He highlighted the evolving role of educators as change agents who not only teach but also model innovative thinking and risk-taking within institutional frameworks. Drawing from his rich experience, he shared practical strategies to cultivate creativity, resilience, and opportunity recognition in students. The session offered valuable insights into policy frameworks, startup ecosystems, and the need for academic institutions to become more entrepreneurship-oriented, making it a highly engaging and impactful experience for participants.

Day 5 ( 29th March,2025) Valedictory Session Venue :G D Birla Auditorium, SBU

The concluding day of the Faculty Development Program began with a warm Welcome Address by Dr. Sandeep Kumar, Dean, Faculty of Commerce, President, Institution's Innovation Council (IIC), SBU, and the FDP Coordinator (PI). Dr. Kumar welcomed all dignitaries, participants, and guests, and briefly highlighted the objectives and achievements of the FDP, emphasizing the importance of innovation and entrepreneurship in academic ecosystems.

This was followed by an insightful address by the distinguished guest Dr. Amresh Kumar, Professor at NIT Jamshedpur, Principal Investigator of the Technology Business Incubator (TBI), DST, Government of India, and Director of the NIT JSR Centre for Innovation and Incubation Council. Dr. Kumar spoke on the "Role of TBI Centres in Innovation and Incubation Policies", explaining how TBI centres act as catalysts for entrepreneurial growth by supporting startups through mentorship, funding access, infrastructure, and policy guidance. His talk shed light on the strategic alignment between government initiatives and institutional innovation programs.

The next session featured a valuable address by Mr. Sanjay Singh, Head of Department – Finance at CCL Ranchi and External Expert Member of IIC, SBU Ranchi. He delivered a focused session on "How to Pitch to Investors and the Right Team Members". He shared real-world insights into the investor mindset, elements of a compelling pitch, and the significance of building a balanced team with complementary skills. His talk was particularly appreciated by participants for its practical relevance and clarity. He actively engaged the audience by presenting a real-life scenario in which he pitched a well-crafted product idea, complete with detailed insights into its features, market potential, and business model. He then invited the participants to step into the shoes of investors and critically assess whether they would fund his venture or not. This interactive exercise not only captivated the audience but also offered them a hands-on understanding of investor perspectives and the key elements that make a pitch compelling and investment-worthy.

Dr.Gagan Deep Chadha, Assistant Professor,Faculty of Business Management, then presented a comprehensive summary of the entire program, recapping the key sessions, activities, and learning outcomes. He appreciated the enthusiastic participation and collaborative spirit exhibited throughout the FDP.

This was followed by the feedback session, where participants shared their experiences, highlighting the usefulness of the program in enhancing their understanding of entrepreneurship education and expressing gratitude for the opportunity to learn from esteemed experts.



Prof. S.B. Dandin, Respected Registrar of SBU, addressed the gathering and applauded the efforts of the organizing team. He emphasized the university's commitment to fostering a culture of innovation and entrepreneurship.

The event was further enriched by an inspiring address by Prof. C. Jeganathan, Hon'ble Vice Chancellor of SBU, who praised the initiative and encouraged educators to become facilitators of innovation for the younger generation. He stressed the role of interdisciplinary collaboration and institutional support in shaping entrepreneurial success.

Prof. Gopal Pathak, Hon'ble Director General of SBU, also addressed the participants, commending the FDP's structure and execution. He underscored the importance of building sustainable support systems within academic institutions to nurture startup ecosystems.

This was followed by the Certificate Distribution Ceremony, where all participants were awarded certificates in recognition of their active engagement and successful completion of the FDP.

Dr. Kunal Sinha, Head of the Faculty of Commerce, then delivered the Vote of Thanks, expressing heartfelt gratitude to all speakers, guests, participants, organizing members, and support staff for making the program a grand success.

The event concluded with the National Anthem, followed by refreshments, marking the end of an enriching and productive program.



**FACULTY OF COMMERCE**  
**5 DAYS FACULTY DEVELOPMENT PROGRAMME (FDP) ON**  
**INNOVATION & ENTREPRENEURSHIP**  
**PROGRAM SCHEDULE from 25<sup>TH</sup> MARCH-29<sup>TH</sup> MARCH, 2025**

**Inaugural Session Venue: G D Birla Auditorium**

**Day 1 (25<sup>th</sup> March, 2025)**

| <b>TIME</b>         | <b>PROGRAMME</b>   |
|---------------------|--|
| 09:00 AM- 10:00 AM  | Registration of Participants   |
| 10:00 AM - 10:05 AM | Arrival of Guest   |
| 10:05 AM - 10:10 AM | Lighting of Lamp   |
| 10:10 AM - 10:12 AM | Kulgeet of Sarala Birla University   |
| 10:12 AM - 10:20 AM | Introduction and Felicitation of Guests  |
| 10:20 AM - 10:25 AM | Welcome address and brief about the <b>5 days Faculty Development Programme (FDP) on Innovation &amp; Entrepreneurship</b> by FDP Coordinator (PI) Dr. Sandeep Kumar, Dean, Faculty of Commerce, President, IIC, SBU   |
| 10: 25 AM– 10:40 AM | Address by <b>Mr. Rajeev Kumar Gupta</b> , Corporate Affairs, Head Jharkhand, Rashmi Group Kolkata. Curator TEDxKanke, Founder, Ideate Inspire Ignite Foundation   |
| 10:40 AM- 10:55 AM  | Address by <b>Mr. Manish Piyush</b> , Director & Co-Founder, Puresh Daily Foods Pvt. Ltd.)   |
| 10:55 AM- 11:15 AM  | Address by <b>Mr. Partho Pratim Chatterjee</b> , Director and Chief Technologist Aditya Bi innovation Pvt. Ltd.  |
| 11:15 AM- 11: 35 AM | Address by <b>Dr. Sudipto Bhattacharya</b> , Certified entrepreneurship Educator from SVTP, Stanford University, Goldman Sachs Scholar and certified Start-Up Mentor from London Business School Co-founder, Tridhara Business Solution Professor & Principal, IIMS, Kolkata |
| 11:35 AM-11:40 AM   | Address by <b>Prof. S. B. Dandin</b> , Respected Registrar, SBU  |
| 11: 40 AM- 11:50 AM | Address by <b>Prof. C. Jeganathan</b> , Hon'ble Vice Chancellor, SBU   |
| 11: 50 AM- 12:00 AM | Address by <b>Prof. Gopal Pathak</b> , Hon'ble Director General, SBU   |
| 12:00 AM - 12:25 PM | Address by Hon'ble <b>Chief Guest</b> Mr. Indrajeet Yadav, Director, Head DFO, MSMEs-DFO, Industrial Estate Kokar, Ranchi,   |

|                      |   |
|----------------------|---|
|                      | Govt. of India.   |
| 12:25 PM- 12:29 PM   | Vote of Thanks by Dr. Mukesh Babu Gupta, Co-Coordinator, FDP  |
| 12:29 PM – 12:30 PM  | National Anthem   |
| 12:30 PM - 01:30 PM  | LUNCH   |
| 01:30 PM - 02:20 PM  | <b>“Interaction with the start-ups and mentor on problem solution”</b> by Mr. Manish Piyush, Director & Co-Founder, Puresh Daily Foods Pvt. Ltd.  |
| 02:20 PM- 02:30 PM   | Live Session and Q & A  |
| 02:35 PM - 03:25 PM  | <b>“MSME Schemes and Public Procurement Policy for Entrepreneurship”</b> by Gaurav Kumar, Assistant Director, MSME-DFO, Government of India, Ranchi   |
| 03:25 PM - 03:35 PM  | Live Session and Q & A  |
| 03:40 PM - 04:30 PM  | <b>“Creativity and Idea Generation through thinking techniques like brainstorming, mind mapping, SCAMPER”</b> by Mr. Partho Pratim Chatterjee (Director and Chief Technologist Aditya Bi innovation Pvt. Ltd) |
| 04:30 PM – 04: 40 PM | Live Session and Q & A  |
| 04:40 PM Onward      | End of the session followed by refreshments   |

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**Day 2 (26<sup>th</sup> March, 2025) Venue: Seminar Hall, Nursing Block**

|                     |   |
|---------------------|---|
| 09:00 AM – 09:30 AM | Breakfast for the Participants  |
| 9:30 AM - 11:00 AM  | <b>“Scope of Minimum Viable Product (MVP) for Entrepreneurship and Startup”</b> by Dr. Sandeep Kumar, Associate Professor and Dean, Faculty of Commerce   |
| 11:00AM- 11:10 AM   | Live Session and Q & A  |
| 11:10 AM - 12:40 PM | <b>“Tools and Techniques for Customer Discovery through identifying the real pain point or job to be done”</b> by Dr. Sudipto Bhattacharya, Certified entrepreneurship Educator from SVTP, Stanford University<br>Goldman Sachs Scholar and Certified Start-Up Mentor from London Business School Co-founder, Tridhara Business Solution Professor & Principal, IIMS, Kolkata |
| 12:40 PM-12:50 PM   | Live Session and Q & A  |
| 12:50 PM- 1:30 PM   | Lunch   |
| 01:30 PM - 03:00 PM | <b>“Components of Strong Value Proposition and alignment with Business Models”</b> by Dr. Sudipto Bhattacharya, Certified entrepreneurship Educator from SVTP, Stanford University<br>Goldman Sachs Scholar and Certified Start-Up Mentor from London Business School Co-founder, Tridhara Business Solution Professor & Principal, IIMS, Kolkata                             |
| 03:00 PM - 03:10 PM | Live Session and Q & A  |
| 03:10 PM- 4:40 PM   | <b>“Understanding the Build-Measure-Learn and Lean startup Basics”</b> by Dr. Sudipto Bhattacharya, Certified entrepreneurship Educator from SVTP, Stanford University<br>Goldman Sachs Scholar and Certified Start-Up Mentor from London Business School Co-founder, Tridhara Business Solution Professor & Principal, IIMS, Kolkata   |
| 04:40 PM - 04:50 PM | Live Session and Q & A  |
| 04:50 PM Onwards    | End of the session followed by refreshments   |





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**Day 3 (27<sup>th</sup> March, 2025) Venue: Seminar Hall, Nursing Block**

|                     |  |
|---------------------|--|
| 09:00 AM – 09:30 AM | Breakfast for the Participants   |
| 9:30 AM - 11:00 AM  | <b>“Understanding of Basic Financing Planning”</b> by Dr. Mukesh Babu Gupta, Assistant Professor                                       |
| 11:00AM- 11:10 AM   | Live Session and Q & A   |
| 11:10 AM - 12:40 PM | <b>“Budgeting and Finance for Start-ups ”</b> by Dr. Mukesh Babu Gupta, Assistant Professor  |
| 12:40 PM-12:50 PM   | Live Session and Q & A   |
| 12:50 PM- 1:30 PM   | Lunch  |
| 01:30 PM - 03:00 PM | <b>“Intellectual Property for Startups: Types of IP”</b> by Dr. Manoj Pandey, Associate Professor, HoD, Department of ECE              |
| 03:00 PM - 03:10 PM | Live Session and Q & A   |
| 03:10 PM- 4:40 PM   | <b>“Intellectual Property for Startups: Significance for Starups”</b> by Dr. Manoj Pandey, Associate Professor, HoD, Department of ECE |
| 04:40 PM - 04:50 PM | Live Session and Q & A   |
| 04:50 PM Onwards    | End of the session followed by refreshments  |

**FACULTY OF COMMERCE**  
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**Day 4 (28<sup>th</sup> March, 2025) Venue: Seminar Hall, Nursing Block**

|                     |   |
|---------------------|---|
| 09:00AM – 09:30AM   | Breakfast for the Participants  |
| 9:30 AM - 11:00 AM  | <b>“Creating safe space for students in field of Leading Innovation &amp; entrepreneurship Activities and Pre Incubation on Campus”</b> by Dr. Hariharan, Ex- additional director, MTI SAIL and External Expert Member of IIC, SBU  |
| 11:00AM- 11:10 AM   | Live Session and Q & A  |
| 11:10 AM - 12:40 PM | <b>“Aligning the activities in campus with purpose and vision of promoting entrepreneurial spirit”</b> by Dr. Hariharan, Ex- additional director, MTI SAIL and External Expert Member of IIC, SBU   |
| 12:40 PM-12:50 PM   | Live Session and Q & A  |
| 12:50 PM- 1:30 PM   | Lunch   |
| 01:30 PM - 02:50 PM | <b>“Identifying problems suitable for solving through entrepreneurial ventures”</b> by Dr. Harpreet Singh, Ex-HoD, Entrepreneurship Development Program, XISS, Ranchi“  |
| 03:00 PM - 03:10 PM | Live Session and Q & A  |
| 03:40 PM - 04:30 PM | <b>Go to Marketing strategy for understanding market research and an actionable roadmap for successful product or service launch”</b> by Shri Asim Krsna Das (Mr. Ashok Kumar), trustee, Research Innovation, Necleus, Ranchi and Certificate Trainer, Entrepreneurship & Development Programme |
| 04:50 PM Onwards    | End of the session followed by refreshments   |

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**Day 5 (29<sup>th</sup> March, 2025) Session Venue: Seminar Hall, Nursing Block**

|                     |  |
|---------------------|--|
| 09:00 AM – 09:30 AM | Breakfast for the Participants   |
| 9:30 AM - 11:30 AM  | Action Plan Development and Presenting action plan by the participating teams  |
| 11:30 AM - 01:00 PM | <b>“Evangelizing Entrepreneurship and Developing intrapreneurial mindset for entrepreneurship educators”</b> by Dr. Sushil Kumar, Professor In charge , ISM Ranchi, Ex Assistant Director, MSME, Government of India, Jaipur |
| 01:00 PM - 01:10 PM | Live Session and Q & A   |
| 01:10 PM- 1:50 PM   | Lunch  |

**Day 5 ( 29<sup>th</sup> March, 2025) Valedictory Session Venue :G D Birla Auditorium, SBU**

|                     |   |
|---------------------|---|
| 02:00 PM - 02:05 PM | Welcome address by FDP Coordinator (PI) Dr. Sandeep Kumar, Dean, Faculty of Commerce, President, IIC, SBU   |
| 02:05 PM: 03:00 PM  | Address by distinguished guest Dr. Amresh Kumar, Professor NIT Jamshedpur, PI- Technology Business Incubator, DST, Govt. Of India & Director NIT JSR Centre for Innovation and Incubation Council on <b>“Role of TBI centre for Innovation and Incubation policies”</b> |
| 03:00 PM- 03: 50 PM | Address by distinguished guest, Mr. Sanjay Singh, HOD Finance, CCL Ranchi and External Expert member of IIC, SBU Ranchi on <b>“How to Pitch to Investors and right team members.”</b>   |
| 03:50 PM- 4:05 PM   | Sum up of the entire session by Mr. Animesh Sarkar, Convener, IIC   |
| 04:05 PM - 04:15 PM | Feedback by participants  |
| 04: 15 PM- 04:20 PM | Address by Prof. S.B. Dandin, Respected Registrar, SBU  |
| 04: 20 PM- 04:30 PM | Address by Prof. C. Jeganathan, Hon’ble Vice Chancellor, SBU  |
| 04: 30 PM- 04:40 PM | Address by Prof. Gopal Pathak, Hon’ble Director General, SBU  |
| 04:40 PM – 04:50 PM | Certificate Distribution  |
| 04:50 PM – 04:55 PM | Vote of Thanks by Dr. Kunal Sinha, HoD, Faculty of Commerce   |
| 04:55 PM - 04:56 PM | National Anthem   |



04:56 PM Onwards

End of the Program followed by Refreshment



## MEDIA COVERAGE

प्रातः आवाज

झारखंड

# एसबीयू में फैकल्टी डेवलपमेंट प्रोग्राम का शुभारंभ

**राँची:** सरला बिरला विश्वविद्यालय द्वारा इनोवेशन और अंत्रप्रैन्वोरशिप पर पांच दिवसीय फैकल्टी डेवलपमेंट प्रोग्राम का आज शुभारंभ हुआ। 29 मार्च तक चलने वाला इस कार्यक्रम का आयोजन एसबीयू के फैकल्टी ऑफ कॉमर्स द्वारा विश्वविद्यालय के प्रेक्षागृह में किया जा रहा है। कार्यक्रम के अवसर पर अपने संबोधन में मुख्य अतिथि निदेशक, एमएसएमई-इंडिया डॉ. प्रमोद कुमार ने अंत्रप्रैन्वोरशिप के माध्यम से देश में विकास से बतलाया। उन्होंने इसे अंतर के दौर का सबसे महत्वपूर्ण और बहुमुखी विकास बताया। उन्होंने कार्यक्रम में कोशल विकास और औद्योगिक प्रशिक्षण को जोड़े जाने की आवश्यकता बताई। इस अवसर पर रिमि शुभ, कोलकाता के झारखंड प्रमुख, कॉरपोरेट अफेयर्स एसीटी कुमार गुप्ता ने ब्यां 'मी'-करण, कॉन्फिडेंस और कम आउट प्रोमि केफर्ट जोन के महत्व के बारे में बात किया।



प्रा. लि. के निदेशक एबी प्रीतिम चटर्जी ने फैकल्टी एडवेंचर में एफडीपी के महत्व पर प्रकाश डाला और आसन्न अवसरों के लिए इसकी आवश्यकता की जरूरत बताई। आईआईएमएस, कोलकाता के प्राचार्य सुदीप शर्मा ने मानवीय मूल्यों और कुशलता की रचनात्मकता से संबंधित बातें कीं। उन्होंने किसी भी कार्य में सफलता की प्रतिबद्धता पर भी जोर दिया।

कार्यक्रम से संबंधित समस्याओं और इसके निवारण पर भी उन्होंने विस्तार से चर्चा की। कार्यक्रम में एसबीयू के मानवीय मंडलिका प्रो गोपाल पंडा ने पीडीपी को फैकल्टी के ज्ञानार्जन और परिणामों के लिए आवश्यक बताया। प्रसिद्ध उद्योगपति जीडी

बिरला का उद्घरण देते हुए उन्होंने किसी भी समस्या के समाधान में उनके द्वारा किए गए प्रयासों को आपसगत करने का आह्वान किया। इस कड़ी में उन्होंने बिल गेट्स, स्टीव जॉब्स जैसे प्रसिद्ध उद्योगपतियों का भी उद्धरण प्रस्तुत किया। कुलपति प्रो सी जगनाथन ने स्वागत पर बोलते हुए किसी समस्या के समाधान की दिशा में पुरस्कार लाने से जुट जाने पर जोर दिया। पेटेंट के मामले में देश के रक्षण और एफडीपी उद्योग पर भी उन्होंने अपने संबोधन के मौके पर प्रकाश डाला। कार्यक्रम को विभिन्न के कुलसचिव डॉ. प्रदीप कुमार ने भी संबोधन में संबोधित किया। कार्यक्रम के दूसरे सत्र में एमएसएमई-इंडिया डॉ. प्रमोद कुमार ने अंत्रप्रैन्वोरशिप पर व्याख्यान दिया। इस दौरान लाइव सत्र की प्रस्तोता भी एसबीयू के विभाग के डॉन डॉ. सीमा कुमारी एवं अन्य वक्ताओं, मुक्ति बाबू ने दिया। कार्यक्रम के समापन की, अंशुदी अग्रवाल, एसबीयू के विभाग के डॉ. सीमा कुमारी एवं अन्य वक्ताओं, मुक्ति बाबू ने दिया। कार्यक्रम के समापन की, अंशुदी अग्रवाल, एसबीयू के विभाग के डॉ. सीमा कुमारी एवं अन्य वक्ताओं, मुक्ति बाबू ने दिया।

## सरला बिरला विश्वविद्यालय में फैकल्टी डेवलपमेंट प्रोग्राम का शुभारंभ

**राँची:** सरला बिरला विश्वविद्यालय द्वारा इनोवेशन और अंत्रप्रैन्वोरशिप पर पांच दिवसीय फैकल्टी डेवलपमेंट प्रोग्राम का आज शुभारंभ हुआ। 29 मार्च तक चलने वाला इस कार्यक्रम का आयोजन एसबीयू के फैकल्टी ऑफ कॉमर्स द्वारा विश्वविद्यालय के प्रेक्षागृह में किया जा रहा है, जो 29 मार्च तक चलेगा। इस कार्यक्रम का मुख्य उद्देश्य इनोवेशन और अंत्रप्रैन्वोरशिप पर अंतर केफर्ट जोन के महत्व के बारे में बात करना है।



कार्यक्रम के दूसरे सत्र में एमएसएमई-इंडिया डॉ. प्रमोद कुमार ने अंत्रप्रैन्वोरशिप पर व्याख्यान दिया। इस दौरान लाइव सत्र की प्रस्तोता भी एसबीयू के विभाग के डॉ. सीमा कुमारी एवं अन्य वक्ताओं, मुक्ति बाबू ने दिया। कार्यक्रम के समापन की, अंशुदी अग्रवाल, एसबीयू के विभाग के डॉ. सीमा कुमारी एवं अन्य वक्ताओं, मुक्ति बाबू ने दिया।

**शुभम संदेश। नामकुम**

सरला बिरला विश्वविद्यालय (एसबीयू) द्वारा आयोजित पांच दिवसीय फैकल्टी डेवलपमेंट प्रोग्राम (एफडीपी) का शुभारंभ मंगलवार को हुआ। इस कार्यक्रम का आयोजन एसबीयू के फैकल्टी ऑफ कॉमर्स द्वारा विश्वविद्यालय के प्रेक्षागृह में किया जा रहा है, जो 29 मार्च तक चलेगा। इस कार्यक्रम का मुख्य उद्देश्य इनोवेशन और अंत्रप्रैन्वोरशिप पर अंतर केफर्ट जोन के महत्व के बारे में बात करना है।

कार्यक्रम के दूसरे सत्र में एमएसएमई-इंडिया डॉ. प्रमोद कुमार ने अंत्रप्रैन्वोरशिप पर व्याख्यान दिया। इस दौरान लाइव सत्र की प्रस्तोता भी एसबीयू के विभाग के डॉ. सीमा कुमारी एवं अन्य वक्ताओं, मुक्ति बाबू ने दिया। कार्यक्रम के समापन की, अंशुदी अग्रवाल, एसबीयू के विभाग के डॉ. सीमा कुमारी एवं अन्य वक्ताओं, मुक्ति बाबू ने दिया।

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बुधवार  
26 मार्च, 2025

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## एसबीयू में फैकल्टी डेवलपमेंट प्रोग्राम का शुभारंभ

राँची, प्रतिनिधि

राँची : सरला बिरला विश्वविद्यालय द्वारा इनोवेशन और अंत्रप्रैन्वोरशिप पर पांच दिवसीय फैकल्टी डेवलपमेंट प्रोग्राम का आज शुभारंभ हुआ। 29 मार्च तक चलने





## एसबीयू में फैकल्टी डेवलपमेंट प्रोग्राम का शुभारंभ

समुद संवाददाता

रांची। सरला बिरला विश्वविद्यालय द्वारा इनोवेशन और आंत्रप्रेनोरशिप पर पांच दिवसीय फैकल्टी डेवलपमेंट प्रोग्राम का आज शुभारंभ हुआ। 29 मार्च तक चलने वाले इस कार्यक्रम का आयोजन एसबीयू के फैकल्टी ऑफ कॉमर्स द्वारा विश्वविद्यालय के प्रेक्षागृह में किया जा रहा है। कार्यक्रम के अवसर पर अपने संबोधन में मुख्य अतिथि निदेशक, एमएसएमई-डीएफओ प्रमुख इंद्रजीत यादव ने आंत्रप्रेनोरशिप के महत्व के बारे में विस्तार से बताया। उन्होंने इसे आज के दौर का सबसे अहम और बहुमुखी विकल्प करार दिया। उन्होंने पाठ्यक्रम में कौशल विकास और औद्योगिक प्रशिक्षण को जोड़े जाने की आवश्यकता बताई। इस



महत्व के बारे बताया। डेली फूड्स प्रा. लि. के निदेशक एवं सह संस्थापक मनीष पोथू ने व्यवसाय और आंत्रप्रेनोरशिप पर उपस्थित श्रोताओं के समक्ष अपना मतलब रखा। स्टार्ट अप में रइ संकल्प की आवश्यकता की बात उन्होंने कही। कार्यक्रम में आदित्य बाई- इनोवेशन प्रा. लि. के निदेशक पार्थ प्रतिय चटर्जी ने क्वालिटी एंजुकेशन में एफडीपी के महत्व पर प्रकाश डाला और आगन्तु अवसरों के लिए

उन्होंने किसी भी कार्य में समय की प्रतिबद्धता पर भी जोर दिया। मार्केट से संबंधित समस्याओं और इसके निराकरण पर भी उन्होंने विस्तार से चर्चा की। कार्यक्रम में एसबीयू के महानिदेशक प्रो गोपाल पाठक ने पीडीपी को फैकल्टी के ज्ञानार्जन और परिमार्जन के लिए आवश्यक बताया। प्रसिद्ध उद्योगपति जीडी बिरला का उदाहरण देते हुए उन्होंने किसी भी समस्या के समाधान में उनके द्वारा किए गए प्रयासों को

किया।  
गेट्स,  
प्रसिद्ध  
। प्रस्तुत

## एसबीयू में फैकल्टी डेवलपमेंट प्रोग्राम का शुभारंभ



रांची संवाददाता। सरला बिरला विश्वविद्यालय द्वारा इनोवेशन और आंत्रप्रेनोरशिप पर पांच दिवसीय फैकल्टी डेवलपमेंट प्रोग्राम का आज शुभारंभ हुआ। 29 मार्च तक चलने वाले इस कार्यक्रम का आयोजन एसबीयू के फैकल्टी ऑफ कॉमर्स द्वारा विश्वविद्यालय के प्रेक्षागृह में किया जा रहा है। कार्यक्रम के अवसर पर अपने संबोधन में मुख्य अतिथि निदेशक, एमएसएमई-डीएफओ प्रमुख श्री इंद्रजीत यादव ने आंत्रप्रेनोरशिप के महत्व के बारे में विस्तार से बताया। उन्होंने इसे आज के दौर का सबसे अहम और बहुमुखी विकल्प करार दिया। उन्होंने पाठ्यक्रम में कौशल विकास और औद्योगिक प्रशिक्षण को जोड़े जाने की आवश्यकता बताई। इस अवसर पर रश्मि गुप्ता, कोलकाता के झारखंड प्रमुख, कॉन्फिडेंस, कंसिस्टेंसी और कम अउट फॉर्म कंपर्ट जोन के महत्व के बारे बताया। प्रसिद्ध उद्योगपति जीडी बिरला का उदाहरण देते हुए उन्होंने किसी भी समस्या के समाधान में उनके द्वारा किए गए प्रयासों को आत्मसात करने का आह्वान किया। कार्यक्रम के दूसरे सत्र में एमएसएमई-डीएफओ के असिस्टेंट डिप्टी गौरीव कुमार ने आंत्रप्रेनोरशिप में एमएसएमई स्कीम और पब्लिक प्रोक्योरमेंट फॉल्लोसी पर व्याख्यान दिया। इस दौरान लाइव सत्र और प्रश्नोत्तरी कार्यक्रम भी हुए। एकडीपी में स्वागत भाषण कॉमर्स विभाग के डीन डॉ. संदीप कुमार एवं धन्यवाद भाषण डॉ. मुकेश बाबु ने दिया। कार्यक्रम का संचालन डॉ. अरोही आनंद ने किया। इस दौरान एसबीयू के शिक्षकगण और अधिकारी भी उपस्थित रहे। विधि के माननीय प्रतिकुलाधिपति श्री विजय कुमार दत्तान एवं माननीय राज्यसभा सांसद डॉ. प्रदीप कुमार खन्ना ने कार्यक्रम के आयोजन पर अपनी शुभकामनाएं प्रेषित की हैं।





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**संवाददाता | सोना न्यूज, नामकुम (राँची)**

**बबलू मुश्ताक**

सरला बिरला विश्वविद्यालय द्वारा इनोवेशन और आंत्रप्रेन्योरशिप पर पांच दिवसीय फैकल्टी डेवलपमेंट प्रोग्राम का आज शुभारंभ हुआ। 29 मार्च तक चलने वाले इस कार्यक्रम का आयोजन एसबीयू के फैकल्टी ऑफ कॉमर्स द्वारा विश्वविद्यालय के प्रेक्षागृह में किया जा रहा है। कार्यक्रम के अवसर पर अपने संबोधन में मुख्य अतिथि निदेशक, एमएसएमई-डीएफओ प्रमुख इंद्रजीत यादव ने आंत्रप्रेन्योरशिप के महत्व के बारे में विस्तार से बताया। उन्होंने इसे आज के दौर का सबसे अहम और बहुमुखी विकल्प करार दिया। उन्होंने पाठ्यक्रम में कौशल विकास और औद्योगिक प्रशिक्षण को जोड़े जाने की आवश्यकता बताई। इस अवसर पर रश्मि ग्रुप, कोलकाता के झारखंड प्रमुख, कॉर्पोरेट अफेयर्स राजीव कुमार गुप्ता ने चार 'सी'--करेज, कॉन्फिडेंस, कंसिस्टेंसी और कम आउट फ्रॉम कंफर्ट जोन के महत्व के बारे में बताया। डेली फूड्स प्रा. लि. के निदेशक एवं सह संस्थापक मनीष पीयूष ने व्यवसाय और आंत्रप्रेन्योरशिप पर उपस्थित श्रोताओं के समक्ष अपना मतव्य रखा। स्टार्ट अप में हड़ संकल्प की आवश्यकता की बात उन्होंने कही। कार्यक्रम में आदित्य बाई- इनोवेशन प्रा. लि. के निदेशक पार्थो प्रतिम चटर्जी ने क्वालिटी एजुकेशन में एफडीपी के महत्व पर प्रकाश डाला और आसन्न अवसरों के लिए इसकी आवश्यकता की जरूरत बताई। आईआईएमएस, कोलकाता के प्राचार्य सुदीप्तो भट्टाचार्य ने मानवीय मूल्यों और युवाओं की रचनात्मकता से संबंधित बातें की। उन्होंने किसी भी कार्य में समय की प्रतिबद्धता पर भी जोर दिया। मार्केट से संबंधित समस्याओं और इसके निराकरण पर भी उन्होंने विस्तार से चर्चा की। कार्यक्रम में एसबीयू के माननीय महानिदेशक प्रो गोपाल पाठक ने पीडीपी को फैकल्टी के ज्ञानार्जन और परिमार्जन के लिए आवश्यक बताया। प्रसिद्ध उद्योगपति जीडी बिरला का उदाहरण देते हुए उन्होंने किसी भी समस्या के समाधान में उनके द्वारा किए गए प्रयासों को आत्मसात करने का आह्वान किया। इस कड़ी में उन्होंने बिल गेट्स, स्टीव जॉब्स जैसे प्रसिद्ध उद्योगपतियों का भी उदाहरण प्रस्तुत किया। माननीय कुलपति प्रो सी जगनाथन ने नवाचार पर बोलते हुए किसी समस्या के समाधान की दिशा में पुरजोर तरीके से जुट जाने पर जोर दिया। पेटेंट के मामले में देश के स्थान और एफडीपी उद्देश्य पर भी उन्होंने अपने संबोधन के मौके पर प्रकाश डाला। कार्यक्रम को विवि के कुलसचिव श्रीधर डांडीन ने भी संक्षेप में संबोधित किया। कार्यक्रम के दूसरे सत्र में एमएसएमई-डीएफओ के असिस्टेंट डायरेक्टर गौरव कुमार ने आंत्रप्रेन्योरशिप में एमएसएमई स्कीम और पब्लिक प्रोक्योरमेंट पॉलिसी पर व्याख्यान दिया। इस दौरान लाइव सत्र और प्रश्नोत्तरी कार्यक्रम भी हुए। एफडीपी में स्वागत भाषण कॉमर्स विभाग के डीन डॉ संदीप कुमार एवं धन्यवाद भाषण डॉ. मुकेश बाबू ने दिया। कार्यक्रम का संचालन डॉ. आरोही आनंद ने किया। इस दौरान एसबीयू के शिक्षकगण और अधिकारी भी उपस्थित रहे। विवि के माननीय प्रतिकुलाधिपति बिजय कुमार दलान एवं माननीय राज्यसभा सांसद डॉ प्रदीप कुमार वर्मा ने कार्यक्रम के आयोजन पर अपनी शुभकामनाएं प्रेषित की हैं।

### डेवलपमेंट प्रोग्राम

सरला बिरला विश्वविद्यालय (बीयू) में नवाचार और उद्योगिता पर पांच दिवसीय विकास कार्यक्रम चल रहा है। इसमें वाणिज्य संकाय के एमएसएमई प्रोफेसर और डीन डॉ संदीप कुमार के विस्तार पर विचार के काम और महुआ केक भी अहम जानकारी दी।







## नवाचार और उद्यमिता पर पांच दिवसीय एफडीपी का समापन



### राँची, प्रतिनिधि

राँची : सरला बिरला विश्वविद्यालय परिसर में शिक्षा मंत्रालय के इनोवेशन सेल और अखिल भारतीय तकनीकी शिक्षा परिषद (एआईसीटीई) के सहयोग से इनोवेशन और उद्यमिता पर आयोजित पांच दिवसीय एफडीपी का आज समापन हुआ। एफडीपी का मुख्य उद्देश्य नवाचार और उद्यमिता के क्षेत्र में शिक्षकों और शोधकर्ताओं को नए दृष्टिकोण और व्यावहारिक ज्ञान से अवगत

करना था। एफडीपी के प्रमुख सत्रों में स्टार्टअप के लिए बौद्धिक संपदा: आईपी के प्रकार और उनकी प्रासंगिकता विषय पर डॉ. मनोज पांडे, एसोसिएट प्रोफेसर, ईसीई विभाग, एसबीयू ने अपनी प्रस्तुति दी। डॉ. सुशील कुमार, प्रोफेसर ईचार्ज, आईएसएम राँची और पूर्व सहायक निदेशक, एमएसएमई, भारत सरकार, जयपुर ने उद्यमिता शिक्षकों के लिए इंटरप्रेन्योरियल माइंडसेट के विकास विषय पर सत्र लिया।

सभी प्रतिभागियों ने इनोवेशन

एंड एंटरेप्रेन्योरशिप के विषय में प्रस्तुति भी दी। पांचवें दिन के दूसरे सत्रों में प्रो. संदीप कुमार, डीन, वाणिज्य संकाय, एसबीयू ने स्वागत भाषण दिया। इसके पश्चात विशिष्ट अतिथि डॉ. अमरेश कुमार, प्रोफेसर, एनआईटी जमशेदपुर एवं निदेशक, एनआईटी जेएसआर केंद्र नवाचार और इनक्यूबेशन परिषद ने नवाचार और इनक्यूबेशन नीति में टीबीआई केंद्र की भूमिका पर अपने विचार व्यक्त किए। उन्होंने उद्यमिता विकास में तकनीकी नवाचारों की महत्ता पर प्रकाश

डाला। इस अवसर पर संजय सिंह, वित्त विभागाध्यक्ष, सीसीएल राँची और आईआईसी, एसबीयू के बाह्य विशेषज्ञ सदस्य ने रनिवेशकों को पिच करने और सही टीम बनाने पर सत्र लिया। उन्होंने उद्यमियों को निवेश आकर्षित करने और प्रभावी टीम प्रबंधन की रणनीतियों पर मार्गदर्शन दिया। कार्यक्रम के अंत में सहायक प्राध्यापक डॉ. गगनदीप चट्टा ने पूरे सत्र का सार प्रस्तुत किया। प्रतिभागियों ने फीडबैक देते हुए कार्यक्रम को अत्यंत उपयोगी और ज्ञानवर्धक बताया। समापन सत्र में एसबीयू के महानिदेशक प्रो. गोपाल पाठक, माननीय कुलपति प्रो. सी जगनाथन एवं कुलसचिव प्रो. एस.बी. दींडिन ने कार्यक्रम में उपस्थित होकर प्रतिभागियों का उत्साहवर्धन किया। वाणिज्य विभाग के विभागाध्यक्ष डॉ. कुमाल सिन्हा ने धन्यवाद ज्ञापन दिया। कार्यक्रम के दौरान एलजी हनी सिंह, श्वेता कुमारी समेत अन्त्याय शिक्षकगण उपस्थित रहे। विवि के प्रतिकुलाधिपति बिजय कुमार दलान एवं राज्यसभा सांसद डॉ. प्रदीप कुमार वर्मा ने इस कार्यक्रम के आयोजन पर हर्ष व्यक्त किया है।