



xmlns:x=""adobe:ns:meta/">



xmlns:x=""adobe:ns:meta/">

Image not found or type unknown

**MOE'S INNOVATION CELL**  
**INSTITUTION'S INNOVATION COUNCIL**

**SARALA BIRLA UNIVERSITY, RANCHI (IC202428412)**  
**FACULTY DEVELOPMENT PROGRAMME (FDP) ON “INNOVATION & ENTREPRENEURSHIP”**

**OVERVIEW**

**Objective:**

Empowering faculty with tools and insights to foster innovation and entrepreneurship in academia.

**Benefit in terms of learning/Skill/Knowledge obtained:**

Enhanced knowledge of startups, innovation tools, MVPs, IP, funding, and practical skills in entrepreneurship and mentoring.

**Academic Year:**

2024-25

**Program driven by:**

Self-driven Activity



**Month:**

**Program /Activity Name:**

Faculty Development Programme (FDP) on “Innovation & Entrepreneurship”

**Program Type:**

**Other:**

Level 4 - Workshop	null
<b>Program Theme:</b>	<b>Other:</b>
Entrepreneurship & Startup	NA
<b>Date &amp; Duration (Days):</b>	<b>External Participants, If any:</b>
03/25/2025-03/29/2025-4	45
<b>Student Participants:</b>	<b>Faculty Participants:</b>
0	50
<b>Expenditure Amount, If any:</b>	<b>Remark:</b>
null	null
ATTACHMENTS	
<b>Video:</b>	null
<b>Photograph1:</b>	
<b>Photograph2:</b>	
<b>Session plan, If any:</b>	<a href="#">View Report</a>
This report is electronically generated against report submitted on Institution's Innovation Council Portal.	

### (DETAILS OF ACTIVITY)

The Faculty of Commerce, Sarala Birla University (SBU), successfully conducted a comprehensive **Faculty Development Programme (FDP)** on “Innovation & Entrepreneurship” from **25th to 29th March 2025**, with active participation from faculty members and professionals. The event aimed to foster an entrepreneurial mindset among educators and equip them with tools to nurture innovation within academic environments.

**Day 1** commenced at the G.D. Birla Auditorium with an inaugural session marked by the presence of distinguished dignitaries including Mr. Indrajeet Yadav (MSME-DFO), Mr. Rajeev Kumar Gupta (TEDxKanke), and Mr. Manish Piyush (Puresh Daily Foods). The session featured inspirational talks on the importance of entrepreneurship and innovation. Post-lunch sessions included interactive engagements on MSME schemes, problem-solution frameworks, and creative thinking techniques like SCAMPER and mind mapping, led by experts such as Mr. Partho Pratim Chatterjee and Mr. Gaurav Kumar.

**Day 2** focused on startup fundamentals, hosted at the Nursing Block Seminar Hall. Dr. Sandeep Kumar provided insights into the development of Minimum Viable Products (MVP), followed by Dr. Sudipto Bhattacharya's series of sessions emphasizing customer discovery, value proposition design, and the Lean Startup methodology. The sessions provided participants with practical tools to design sustainable entrepreneurial models.

**Day 3** shifted focus to financial planning and intellectual property. Dr. Mukesh Babu Gupta outlined essential budgeting strategies for startups. Dr. Harpreet Singh emphasized identifying real-world problems with entrepreneurial potential. Shri Asim Krsna Das provided a roadmap for go-to-market strategies, while Dr. Manoj Pandey highlighted the strategic importance of intellectual property rights for emerging ventures.

**Day 4** highlighted institutional roles in fostering innovation. Dr. Hariharan led discussions on creating safe spaces for student innovators and aligning institutional goals with entrepreneurship promotion. The afternoon featured an enriching field visit to the Jharkhand MSME Tool Room and Software Technology Park of India, enhancing participants' understanding of incubation infrastructure.

**Day 5** began with action plan presentations by participants, fostering practical application of the week's learnings. Dr. Sushil Kumar delivered an impactful session on building intrapreneurial mindsets among educators. The **Valedictory Session**, again held at the G.D. Birla Auditorium, included addresses by Dr. Amresh Kumar (NIT Jamshedpur) and Mr. Sanjay Singh (CCL Ranchi), who shared valuable perspectives on innovation policy and investor pitching strategies. The programme concluded with participant feedback, certificate distribution, and closing remarks by senior university officials.

In essence, the FDP effectively bridged academic theory with entrepreneurial practice, empowering faculty members to act as catalysts of innovation. The blend of lectures, interactions, field visits, and real-world insights ensured a well-rounded learning experience, aligned with the university's commitment to promoting innovation-driven education.

In the closing session, Hon'ble Director General of SBU Prof. Gopal Pathak, Hon'ble Vice Chancellor Prof. C. Jeganathan and Registrar Prof. S.B. Dandin attended the program and encouraged the participants. SBU Pro- Chancellor Hon'ble Shri Bijay Kumar Dalan and Hon'ble MP Rajya Sabha Dr. Pradip Kumar Varma have sent their best wishes for organizing this program.



**(Dr.Sandeep Kumar)**  
**President-IIC & PI**  
**Dean, Faculty of Commerce**