



AMITY
UNIVERSITY
— H A R Y A N A —



PROFESSIONAL DEVELOPMENT PROGRAMME

ON

Entrepreneurship:
The new age skills for sustainable
future and social development

19th July to 23rd July 2021 | 10 AM-1 PM



OBJECTIVE OF THE PROGRAMME

Entrepreneurial activities have emerged as an imperative instrument of economic development, innovation and employment. The changing dimensions of Entrepreneurship in India requires a new approach and awareness of contemporary practices, new facets of self and team motivation and needs to construct the right skill sets for its success. The objective of this Five-day Professional Development Programme on 'Entrepreneurship' is to focus on identification and development of skills required for a successful entrepreneurial journey. It will help the participants transit their innovative ideas to the next level, while experiencing learning which will have a lasting impact on their educational and professional development. The programme is beneficial to faculty members, research scholars, students, working professionals and budding entrepreneurs.

ABOUT AMITY SKILLS INSTITUTE

Amity Skill Institute, Amity University Haryana is a vision towards an integrated, evolved and sublime system of education that seeks to promote wisdom, integrity and employability, among individuals, by addressing the gap between education and the skills needed for a particular job. ASI is committed towards making a palpable difference in the employability quotient of a person which shall continue to remain its guiding 'mantra'. ASI has delineated a roadmap reaching the remote and far flung reaches of this country through imparting skills. It is sensitive to the aspirations concerning the youth force of India and will continue to touch lives with feeling and panache.

ABOUT AMITY INNOVATION INCUBATOR

Amity Innovation Incubator at AUH (All-AUH) is focused on stimulating the establishment and growth of technology-based start-ups companies and other compatible businesses by providing new and emerging technology with an environment that would support their start-up phase and increase their likelihood of success. The All creates an innovation eco-system in the chosen thrust areas by focusing on research and suggest best and novel practices to be adopted by different stakeholders in the innovation chain.





LEADERSHIP

Dr. Ashok K Chauhan,
Founder President, Amity Education Group

Dr. Aseem Chauhan,
Chancellor, Amity University Haryana

Dr. P B Sharma,
Vice Chancellor,
Amity University Haryana

Maj. Gen. B S Suhag,
Dy Vice Chancellor,
Amity University Haryana

Dr. Padmakali Banerjee,
Pro Vice Chancellor,
Amity University Haryana

Programme Details:

- Expert Talks by eminent speakers
- Speakers from prestigious, international organizations
- Experiential Training on Data analytics and other 'on the job' skills
- Case Study-workshop by experts along with contributions from the attendees
- Separate Certificates, for each workshop, to all participants

Topics:

- The entrepreneurial mind-set-what it takes to be a successful entrepreneur.
- Opportunity identification and evaluation
- Understanding consumers and dealing with complex problems
- Design thinking, collaboration and teamwork
- Business model innovation and the road ahead
- Marketing your product, art of pitching and role of digital and social marketing
- Value Propositions and Customer and Product Discovery Process
- Attracting investors for the start-ups
- Patents, trademarks, copyright, and IPR
- Significance of Data Analytics for budding entrepreneurs

ORGANIZING COMMITTEE

CHAIRPERSON:

Prof (Dr.) Padmakali Banerjee, Pro Vice Chancellor and Dean Academics, AUH

CO-CHAIR:

Prof (Dr.) Vikas Madhukar, Dy Pro Vice Chancellor, Dean-Faculty of Management Studies and Director-Amity Business School, AUH

COORDINATORS:

- **Dr. Reena Nigam,** Associate Professor, HoD, Amity Skills Institute, AUH
- **Dr. Tanushri Purohit,** Associate Professor, Amity Business School, AUH

Resource Persons:

Entrepreneurs/Industrialists, Start-up Gurus, Angel Investors, Policy Makers, Innovators, and expert eminent academicians will deliver the sessions to give holistic understanding on given topics

Call for Case Studies:

The interested participants will be given the opportunity to present their case plan during the workshop. Participants are requested to send the abstract of not more than 500 words before or on 15th July 2021. The case studies should only be related to the areas of 'Entrepreneurship and start-up'. The selected cases will be published in Scopus indexed publication and Edited Book. The best-case study will be awarded.

Registration:

Interested participants are requested to register on the following link:

<https://www.amity.edu/gurugram/fdp-pg2021/>

Registration Fee: Students: INR 100

Research Scholars: INR 200

Faculty & Working Professionals: INR 500



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