

# Entrepreneurship Development Training

Module 1: context Setting Session Warm up

Module 2: Entrepreneurship :Introduction and Process

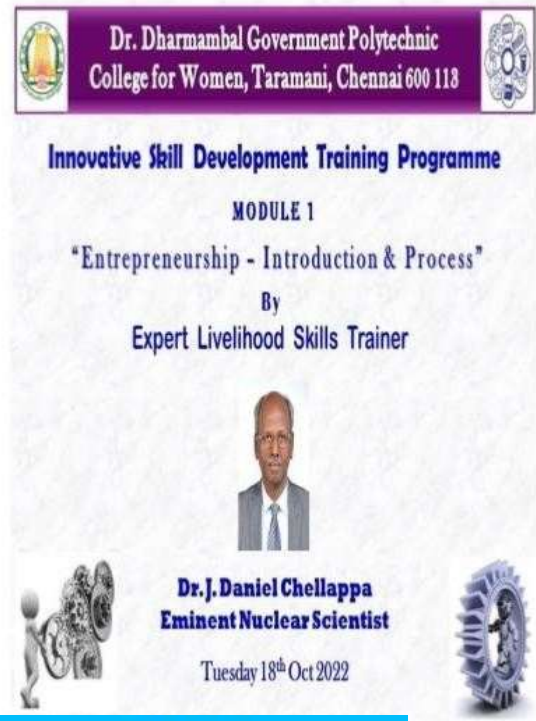
Module 3:Business Ideas, Innovations and startups

Module 4:Startup Eco systems

**Resource Person:**

**Dr.J.DANIEL CHELLAPPA**

**Eminent Nuclear Scientist**



The poster features the college logo at the top left and a gear icon at the bottom right. The text is centered and reads: 'Innovative Skill Development Training Programme', 'MODULE 1', '“Entrepreneurship - Introduction & Process”', 'By Expert Livelihood Skills Trainer', a portrait of Dr. J. Daniel Chellappa, 'Dr. J. Daniel Chellappa Eminent Nuclear Scientist', and 'Tuesday 18<sup>th</sup> Oct 2022'.

## Entrepreneurship Development Training



**Innovative Skill Development Training Program**  
**By**  
**Technology Implementation Trainer – Specialist**

**DR.J.DANIEL CHELLAPPA**  
**Eminent Nuclear Scientist**

## Topics discussed and tasks given in each module:

### Module 1: Entrepreneurship-Introduction & Process

1. Skills an Entrepreneur should possess
2. Industrial revolution 1.0, 2.0, 3.0,4.0 and 5.0
3. Discussion on Placement vs Entrepreneurship
4. Hard work vs Smart work
5. What is an advertisement? Types of advertising
6. Leading Entrepreneurs of Today
7. Successful Women Entrepreneurs

### Module 2: Business Ideas, Innovation & Startups

Topics discussed and tasks given:

1. Read about the following entrepreneurs -

- A. Byjus owner
- B. Paytm owner
- C. OYO founder
- D. Co-founder of Patanjali ( Balkrishna)
- E. Thyrocare founder

2. Search useful and simple innovations in internet

3. Read about left brain and right brain.

Think differently - Little professor in you (மாத்஠ி யவா஠ி)

2. Come up with some new ideas by observing things around you.

3. See Advertisements. See how long they play advertisements. What is the cost for showing advt during prime time?

4. Who gives TRP rating?

5. Search about illusions in internet

6. Exercises for activating right brain

11. Poster Designing for next Module and share.

### **Module 3: Entrepreneurship - Start-up Ecosystem**

Points which u need to work on:

1. Business terms - acquisition, merger, take over
2. Latest news on twitter
3. Happiness Venn diagram
4. Interesting advertisements, Boring advt, Mistakes in advt - Give examples
5. Startup versus entrepreneurship
6. Vision statement of companies like Bajaj, TVS, TELCO, Mahindra, L and T, Crompton Greaves, Royal Enfield, Ramco cement, Lakshmi Mills
7. The Fall of Nokia – Importance of keeping the technology up to date
8. Terms:  
Word of mouth, Quality Assurance, venture capital, crowd funding
9. Industry standard 4.0, 5.0
10. Four technologies in OLA, UBER
11. Amazon app – uses what technology
12. Post videos related to motivation, perseverance, dedication
13. Terms - Turnover, verticals, horizontals in business
14. Startup ecosystem - Venn diagram
15. Poster. Design for next session - Prepare and post - Topic : Innovative techniques for entrepreneurship
16. Govt agencies which fund businesses-
  - A. TNSDC - Tamilnadu Skill Development Corporation.
  - B. MSME - Ministry of Micro, Small & Medium Enterprises.
  - C. TNRTP - Tamil Nadu Rural Transformation Project.
  - D. EDII - Entrepreneurship Development Institute of India.
  - E. DIC - District Industries Centre
  - F. TIIC - Tamilnadu Industrial Investment Corporation Ltd.
  - G. SIDCO - Small Industries Development Corporations
  - H. TIDCO - Tamilnadu Industrial Development Corporation Limited
  - I. மகளிர்சூட்டம்
  - J. BOAT - Board of Apprenticeship Training
17. Terms - IPR, patent, RoC

### **Module 4: Innovative Technologies for Entrepreneurship**

1. Illusions and what we perceive from them
2. 123 agreement
3. Boeing, Airbus - which country
4. Post ur strength (and weakness) in the group.

5. Read about bio clock.
6. Padayappa song - Hear it when u r low in spirits
7. Disruptive technologies - Did Nokia do anything related to that
8. Abdul Kalam: using composite metal in leg brace for polio patients- find out more
10. Gases stored in cylindrical shape, why not cubes or cuboids? - Read about it
11. Shampoo packet - curved edges in the sachet packet - Any reason?
12. Important domains to work on while starting a business:

- Water
- Food
- Environment
- Pollution
- Poverty
- Terrorism and war
- Disease
- Education
- Population
- Energy

13. Water purification related terms to find out more about-

- Cartridge
- Candle
- Backwash
- AMC
- IS14543
- IS10500
- TSS ( total suspended solids)

14. Chlorine in water - How it affects health

15. Day zero countries

Technologies to be read:

<https://barc.gov.in/technologies/dwp/index.html>

<https://barc.gov.in/technologies/fdk/index.html>

<https://barc.gov.in/technologies/socdk/index.html>

[https://barc.gov.in/technologies/bio\\_composting/index.html](https://barc.gov.in/technologies/bio_composting/index.html)

16. Read about Water purifier and Soil Organic Carbon detection kit