

**FACULTY DEVELOPMENT PROGRAMME  
STRUCTURAL INPUTS  
DEVELOPED BY APITCO LIMITED, HYDERABAD**

Day & Date	Time [hrs]	Topic	Faculty support
<b>DAY – 1</b> 27.05.2013	10:00-11:15 Session I	Inauguration	by Chief Guest Mr.P.Chandrasekaran, Senior Programme Director, Hope Foundation, Tarangambadi
	11:30-01:00 Session II	Programme Objective & Orientation	Mr.G.Murali,Regional Officer,APITCO
	14:00-15:15 Session III	Historical Background – Indian Values vis-à-vis entrepreneurship & the present -	Sri.Ekambaram,ILO Trainer,Chennai
	15:30-16:30 Session IV	Why Entrepreneurship: Entrepreneurship – Business Identification & Opportunity Guidance for Entrepreneur	Mr.V.Arul Murugan Asst. Prof, Dept. of Commerce, Pondicherry University, Karaikal
<b>DAY - 2</b> 28.05.2013	10:00-11:15 Session I	Introduction to Entrepreneurship Development Programmes- Conceptual overview-relevance	Mr. Dhanunjaya Reddy, Project Officer, APITCO
	11:30-01:00 Session II	EDPs – Methodologies – Addressing segments – literate-semi-literate-tailoring to the needs – Introduction to EDP-EOP-EAC-EMTP-EPDP etc	Mr. G. Murali, Regional Officer, APITCO
	14:00-15:15 Session III	Role of DST in Promoting Entrepreneurship among various target groups. Role of NSTEDB in nurturing innovation.	Mr.G.Murali, Regional Officer, APITCO
	15:30-16:30 Session IV	Profile of an Entrepreneur – a Critical evaluation How to identify and select potential Entrepreneurs: various Methods and tools- sources	General Manger, District Industries centre,Karaikal
<b>DAY - 3</b> 29.05.2013	10:00-11:15 Session I	Individual Counseling Techniques and process, Introduction to economic activities- How to start a SME unit (General Procedures about the govt. formalities, rules & regulations etc.)	Deputy Director, DIC, Karaikal
	11:30-01:00 Session II	Business Environment Scanning – An ability prerequisite for entrepreneur.	Dr.Lalitha Ramakrishnan, Professor & Head, Dept.of Management, Pondicherry University, Karaikal
	14:00-15:15 Session III	What is Market survey? tools and techniques- A realistic approach	Dr. S. A. Senthil Kumar, Reader, Dept. of Management, Pondicherry University, Karaikal
	15:30-16:30 Session IV	Business opportunity guidance, Business opportunity guidance	Mr. R .Lokanadham, Project Officer, APITCO
<b>DAY - 4</b> 30.05.2013	10:00-11:15 Session I	Traits of an effective Trainer and Traits of an effective Trainer	Mr. R. Dhanunjaya Reddy, Project Officer, APITCO.
	11:30-01:00 Session II	Achievement Motivation Training (AMT): Ring Toss & TAT Process-Evaluation	Prof. C.S.G.Krishnamacharyulu, Director, R.V.S. Institute of Management Studies, Karaikal

<b>DAY - 4</b> 30.05.2013	14:00-15:15 Session III	Achievement Motivation Training (AMT): Process –Evaluation Introduction to Project report. – Viability- critical aspects of a project	
	15:30-16:30 Session IV	Introduction e –commerce – Web page creation - Technical- Entrepreneurial aspects.	Dr.G.Kumaravelan, Assistant Professor, Dept. of Computer Science, Pondicherry University, Karaikal
<b>DAY - 5</b> 31.05.2013	10:00-11:15 Session I	Sources of Finance – finance assistance schemes- PMEGP- Bankers' approach to estimate the project viability- A glance of CGTSI scheme	Mr.Nanda Kumar, Branch Manager, Andhra Bank, Karaikal
	11:30-01:00 Session II	Promotion & Support to Technology Development Schemes of DST & other agencies including Venture Capital Fund.	Mr. R. Dhanunjaya Reddy, Project Officer APITCO
	14:00-15:15 Session III	Financial Management of SSI units	Mr.R.Lokanadham, APITCO
	15:30-16:30 Session IV	Working capital management – how to foresee the critical aspects of liquidity	Dr.S.Amilan, Head, Dept. of Commerce, Pondicherry University, Karaikal
<b>DAY - 6</b> 01.06.2013	10:00-11:15 Session I	Concept of Marketing and its process. Importance of Brand Building for sustainable strategic growth of SME sector.	Dr.S.A.Senthil Kumar, Reader, Dept. of Management, Pondicherry University, Karaikal
	11:30-01:00 Session II	How to prepare a Business Plan :(Project Report) ( Financial viability, Technical Feasibility, Market viability) – a model report	Mr. G.Murali,Regional Officer, APITCO
	14:00-15:15 Session III	Interaction with successful entrepreneur	
	15:30-16:30 Session IV	Action Plan for EACs-EDPs and Valedictory	

**Break timings**

- \* 11.15 to 11.30 hrs – Coffee Break
- 13.00 to 14.00 hrs – Lunch Break
- 15.50 to 15.30 hrs – Tea Break