

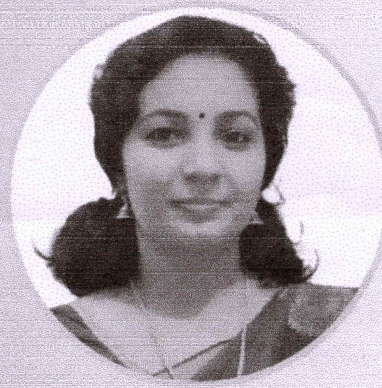
# Entrepreneurship and Innovation

## Resource Persons



**RAJI SUKUMAR A**

*Associate Professor,  
SNGCET*



**THULASIBAI A**

*Assistant Professor,  
SNGCET*

**Co-ordinator**

**Mrs Shruthi P**

*Assistant Professor, SNGCET*

**Lab coordinator**

**Mrs Anusha M**

**01/08/2023**

**start from 9 am - 4 pm**

**Meeting hall**

**Dr. LEENA A. V.**  
**PRINCIPAL**  
SREE NARAYANA GURU COLLEGE OF  
ENGINEERING & TECHNOLOGY, PAYYANUR  
KANNUR



**SREE NARAYANA GURU**  
**COLLEGE OF ENGINEERING & TECHNOLOGY**

**EVENT PROPOSAL FORM**

**Submitted by: IEDC**

**I. TO BE FILLED BY THE EVENT COORDINATOR(S)**

1	Event type	WORKSHOP
2	Event name	Entrepreneurship and Innovation
3	Whether the event is inter departmental? If yes, mention the other department(s) associated with	No
4	Mode of conduct [online / offline]	Offline
5	Date and time	01/08/2023 9am to 4 pm
6	Venue	Meeting hall
7	Whether any professional body is associated with the event? If yes, name the body	No
8	Participants / Target Audience	<u>Inside</u>
9	Whether the event is conducted for bridging the gap in syllabus? If Yes, name the course with code and the semester and year it the subject is handled	No
10	Objectives of the event	Foster Entrepreneurial Mindset Develop Business Ideation Skills Enhance Problem-Solving Abilities
11	Expected Outcomes	CO1 Enhanced Entrepreneurial Mindset with innovation CO2 Increased Ability to Generate and Evaluate Business Ideas
12	Connected PO / PSO	1. PROBLEM ANALYSIS 2. DESIGN MODEL 3. SOLUTION DEVELOPMENT
13	Justification for PO / PSO [may use separate sheet if necessary]	Enhancing problem analysis skills among participants in "The <b>PROBLEM ANALYSIS</b> : Bridge Course on Entrepreneurship and Innovation" is crucial as it forms the foundation for innovation and entrepreneurial success. By honing their ability to dissect and understand complex problems, participants can identify untapped


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		<p>market opportunities and develop creative solutions to address them. This skill enables entrepreneurs to anticipate and mitigate potential risks associated with their ventures, increasing the likelihood of success. Furthermore, effective problem analysis allows for the validation and refinement of business ideas, ensuring their alignment with market needs and preferences. Lastly, fostering a culture of continuous problem analysis promotes adaptability and iteration, empowering entrepreneurs to evolve their ventures in response to changing market dynamics and customer feedback.</p> <p><b>DESIGN MODEL:</b> Enhancing the attainment of design model skills among participants in "The Bridge Course on Entrepreneurship and Innovation" is essential for fostering innovation and product development. Proficiency in design modeling equips entrepreneurs with the ability to visualize and iterate on product concepts, leading to the creation of user-centric solutions. This skill enables entrepreneurs to effectively communicate their ideas to stakeholders, investors, and potential customers, facilitating buy-in and support for their ventures. Additionally, mastery of design modeling enhances the feasibility assessment of product ideas, allowing entrepreneurs to identify and address potential challenges early in the development process. Ultimately, a strong foundation in design modeling empowers entrepreneurs to create compelling, market-ready products that meet the evolving needs of their target audience.</p> <p><b>SOLUTION DEVELOPMENT</b></p> <p>Enhancing the attainment of solution development skills among participants in "The Bridge Course on Entrepreneurship and Innovation" is crucial for turning innovative ideas into actionable business ventures. Proficiency in solution development enables entrepreneurs to systematically transform concepts into tangible products or services that address identified market needs. This skill facilitates the creation of scalable and sustainable solutions, enhancing the potential for long-term business success. Furthermore, mastery of solution development methodologies allows entrepreneurs to iterate on their offerings based on feedback and market validation, ensuring continuous improvement and relevance. Ultimately, a robust capability in solution development empowers entrepreneurs to bring value to customers, differentiate themselves in the marketplace, and drive growth for their ventures.</p>
14	Name of the resource person(s)	Dr. Raji Sukumar A Ms.Thulasibai A
15	Designation of the resource person (may attach separate sheet to indicate the profile)	Dr. Raji Sukumar A, Associate Professor, SNGCET Ms.Thulasibai A, Assistant Professor, SNGCET
16	Resource requirements	Paper, Pen
17	Any fund from external source will be received? If yes, mention it.	No
18	Whether budget for the event is attached? (use separate sheet to indicate	No

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	the estimated budget)	
19	Any other relevant information	Nil
20	Name of the event coordinator(s)	Shruthi P
21	Dated signature of the coordinator(s)	

**COMMENTS FROM PRINCIPAL**

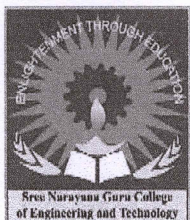
**APPROVED**

**APPROVED / NOT**

**DATED SIGNATURE OF THE PRINCIPAL:**

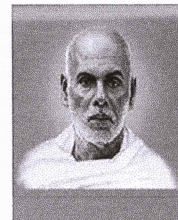


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**SREE NARAYANA GURU  
COLLEGE OF ENGINEERING & TECHNOLOGY**

(PROMOTED BY SREE BHAKTHI SAMVARDHINI YOGAM, KANNUR)  
CHALAKKODE P.O., PAYYANUR, KANNUR-670307, KERALA



*A Session on*  
**ENTREPRENEURSHIP AND INNOVATION**  
*IEDC*

***Agenda***

**Prayer**

**Welcome Address**

Mrs Shruthi P, Assistant Professor, CSE

**Presidential Address**

Mr. Sunder V, HOD, CSE

**Inaugural Address**

Dr. Leena A. V, Principal, SNGCET

**Vote of Thanks**

Mrs Varsha M, Associate Professor, CSE

**Session by the Resource persons**

Dr. Raji Sukumar A, Associate Professor, SNGCET

Mr. Shyaman V P, Assistant Professor, SNGCET

**Date: 01-08-2023**

**Time: 9.00 am**

**Venue: Meeting Hall**

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# SREE NARAYANA GURU COLLEGE OF ENGINEERING & TECHNOLOGY

## Report: Entrepreneurship and Innovation

### Bridge Course

On 01/08/2023 Time 9.00am to 4.00pm Venue Meeting Hall

### Introduction:

In the ever-evolving landscape of entrepreneurship, the journey from a mere idea to a booming venture demands more than just creativity and determination. It demands a structured and strategic approach that turns the sparks of innovation into the flames of success. The notion of entrepreneurship is not solely about snatching an opportunity; it's about crafting opportunities, and mastery of a proven structure comes into play. The saying "If Opportunity Doesn't Knock, Build a Door" encapsulates the spirit of flexibility, adaptability, and creativity that drives entrepreneurs to create their own pathways to success.

### Course Overview

- The goals of this programme to inspire students and help them absorb an entrepreneurial mind-set.
- The students will learn what entrepreneurship is and how it has impacted the world and their country.
- They will be introduced to key qualities of an entrepreneur, and be given an opportunity to assess their own strengths and identify gaps that need to be addressed to become a successful entrepreneur.

### Module-I: Introduction to Entrepreneurship

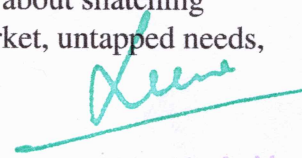
Meaning and concept of entrepreneurship, possibilities.

### Module-II: The Entrepreneur

Why to become entrepreneur, the skills/ traits required to be an entrepreneur, Creative and Design Thinking, the entrepreneurial decision process, lean canvas.

### Understanding the Principle:

1. **Proactive Mindset:** Instead of passively waiting for the right moment, this principle encourages individuals to take the initiative. Entrepreneurship is about snatching opportunities, and that often involves identifying gaps in the market, untapped needs, or innovative solutions that can address challenges.

  
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2. **Creative Problem-Solving:** Building a door means finding unique solutions to problems. Entrepreneurs thrive when they can creatively address pain points or provide value in novel ways. This approach encourages thinking beyond convention and fostering a culture of innovation.
3. **Resilience and Determination:** Entrepreneurship is marked by challenges and setbacks. The principle of building a door emphasizes the importance of resilience and determination. Entrepreneurs need to overcome obstacles, learn from failures, and adapt their strategies to changing circumstances.
4. **Initiating Action:** Waiting for the "right time" can lead to missed opportunities. Instead, this principle encourages taking action now. Starting the entrepreneurial journey might involve launching a minimum viable product (MVP), testing an idea, or reaching out to potential partners or investors.

### **Application to Entrepreneurship:**

1. **Idea Generation:** Instead of waiting for a revolutionary idea to come along, aspiring entrepreneurs can actively brainstorm and research to identify market gaps or areas where their expertise can make a difference.
2. **Market Research:** Building a door involves understanding the target market's needs deeply. Entrepreneurs can gather insights, conduct surveys, and analyze trends to develop a solution that resonates with potential customers.
3. **Innovation:** Entrepreneurs can leverage the principle by focusing on innovation. This could involve developing a new product, service, or business model that disrupts existing markets or creates new ones.
4. **Networking and Partnerships:** Entrepreneurs can build doors by forming connections with mentors, advisors, and potential collaborators. Networking can open up opportunities for learning, growth, and even funding.
5. **Resource Mobilization:** Rather than waiting for funding to magically appear, entrepreneurs can actively seek out funding sources, pitch to investors, or explore crowd funding platforms to kick-start their ventures.

By embracing this principle, individuals can take control of their entrepreneurial journey, create opportunities from challenges, and set themselves on a path toward success. Remember, entrepreneurship is not just about waiting for doors to open—it's about having the courage and self determination to build those doors.

### **Learning Outcomes**

The expected Student Learning Outcomes for the Entrepreneurship and Innovation Program are:

  
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- Students will be able to sell themselves and their ideas. master oral and visual presentation skills and establish a foundation of confidence in the skills necessary to cause others to act.
- Students will be able to find problems worth solving. advance their skills in customer development, customer validation, competitive analysis, and iteration while utilizing design thinking and process tools to evaluate in real-world problems and projects.
- Students will be able to mobilize people and resources. identify and secure customers, stakeholders, and team members through networks, primary customer research, and competitive and industry analyses in order to prioritize and pursue an initial target market in real-world projects.
- Students will be able to create value. are able to create presentations and business plans that articulate and apply financial, operational, organizational, market, and sales knowledge to identify paths to value creation through 1) company formation (for profit); 2) social innovation (nonprofit); or 3) intellectual property licensing.
- Students will develop and cultivate endurance. increase their awareness and deliberately practice the skills and disciplines necessary to increase confidence and agency; foster self-efficacy and self-advocacy; improve communication and problem solving skills, manage strong impulses and feelings; and identify personal purpose.



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Event photos- Eentrepreneurship and innovation



Event photos- Eentrepreneurship and innovation

*Leena*  
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**PARTICIPANTS LIST**

Program Name: Entrepreneurship and Innovation Date: 01/08/2023

	Name	Signature
1	ABHINAV DHARMARAJ	
2	ABHINAV K	
3	ABHINAV K	
4	ABHISREE ASHOKAN	
5	ABIRAM SUNIL	
6	ADARSH CHANDRAN K V	
7	ADARSH KV	
8	ADHITHYA JITHESH	
9	ADWAITH S NIRANJ	
10	AKSHAY P K	
11	AMINA FIZA K V	
12	ANUDEEP K	
13	ANUPAM K V	
14	ARATHI T V	
15	ARJUN P P	
16	ARJUN K V	
17	ASWATHI A V	
18	ASWATHI K V	
19	ATHIRA K V	
20	ATHUL PAVITHRAN	
2		

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## POST EVENT ANALYSIS FORM

Submitted by: IEDC

### I. TO BE FILLED BY THE EVENT COORDINATOR(S)

1	Event type conducted	Workshop
2	Event name	Entrepreneurship and Innovation
3	Date and time of the event conducted	01/08/2023 9am to 4 pm
4	Venue	1 - meeting hall
5	Whether the event was interdepartmental? If yes, mention the department(s) associated with	No
6	Mode of conduct [online \ offline]	Offline
7	Is there any deviation from the proposal in the date, time and venue of the event? If yes, mention the reason for change	No
8	Whether any professional body was associated with the event? If yes, name the body	No
9	Any funds received from the professional body? Indicate the amount	No
10	Participants / Target Audience	Inside
11	Whether the event is conducted for bridging the gap in syllabus? If Yes, name the course with code and the semester and year it the subject is handled	No
12	Objectives of the event	Foster Entrepreneurial Mindset Develop Business Ideation Skills Enhance Problem-Solving Abilities
13	Expected Outcomes	CO1 Enhanced Entrepreneurial Mindset with innovation CO2 Increased Ability to Generate and Evaluate Business Ideas

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15	Connected PO / PSO	<b>1 PROBLEM ANALYSIS</b> <b>2. DESIGN MODEL</b> <b>3. SOLUTION DEVELOPMENT</b>
16	Justification for PO / PSO [may use separate sheet if necessary]	<p>Enhancing problem analysis skills among participants in "The <b>PROBLEM ANALYSIS</b> : Bridge Course on Entrepreneurship and Innovation" is crucial as it forms the foundation for innovation and entrepreneurial success. By honing their ability to dissect and understand complex problems, participants can identify untapped market opportunities and develop creative solutions to address them. This skill enables entrepreneurs to anticipate and mitigate potential risks associated with their ventures, increasing the likelihood of success. Furthermore, effective problem analysis allows for the validation and refinement of business ideas, ensuring their alignment with market needs and preferences. Lastly, fostering a culture of continuous problem analysis promotes adaptability and iteration, empowering entrepreneurs to evolve their ventures in response to changing market dynamics and customer feedback.</p> <p><b>DESIGN MODEL:</b> Enhancing the attainment of design model skills among participants in "The Bridge Course on Entrepreneurship and Innovation" is essential for fostering innovation and product development. Proficiency in design modeling equips entrepreneurs with the ability to visualize and iterate on product concepts, leading to the creation of user-centric solutions. This skill enables entrepreneurs to effectively communicate their ideas to stakeholders, investors, and potential customers, facilitating buy-in and support for their ventures. Additionally, mastery of design modeling enhances the feasibility assessment of product ideas, allowing entrepreneurs to identify and address potential challenges early in the development process. Ultimately, a strong foundation in design modeling empowers entrepreneurs to create compelling, market-ready products that meet the evolving needs of their target audience.</p> <p><b>SOLUTION DEVELOPMENT</b></p> <p>Enhancing the attainment of solution development skills among participants in "The Bridge Course on Entrepreneurship and Innovation" is crucial for turning innovative ideas into actionable business ventures. Proficiency in solution development enables entrepreneurs to systematically transform concepts into tangible products or services that address identified market needs. This skill facilitates the creation of scalable and sustainable solutions, enhancing the potential for long-term business success. Furthermore, mastery of solution development methodologies allows entrepreneurs to iterate on their offerings based on feedback and market validation, ensuring continuous improvement and relevance. Ultimately, a robust capability in solution development empowers entrepreneurs to bring value to customers, differentiate themselves in the marketplace, and drive growth for their ventures.</p>
17	Whether feedback forms from audience and resource person is collected?	

  
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18	Whether analysis of feedback is done? Use separate sheet to indicate the same	No
19	Attainment level of outcomes	M
20	Name of the resource person	Dr. Raji Sukumar A Ms.Thulasibai A
21	Designation of the resource person(s)	Dr. Raji Sukumar A, Associate Professor, SNGCET Ms.Thulasibai A, Assistant Professor, SNGCET
22	Any other relevant information	
23	Name of the event coordinator(s)	Mrs Shruthi P
24	Dated signature of the coordinator(s)	Assistant Professor, SNGCET <i>[Signature]</i> 3/8/23

**COMMENTS FROM PRINCIPAL**

**DATED SIGNATURE OF THE PRINCIPAL:**

*[Signature]*  
**Dr. LEENA A. V.**  
**PRINCIPAL**  
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