

ABOUT THE PERIYAR UNIVERSITY:

The Government of Tamil Nadu established the Periyar University at Salem on 17th September 1997 as per the provisions of the Periyar University Act, 1997. The University covers the area comprising the districts of Salem, Namakkal, Dharmapuri and Krishnagiri. University is named after the Great Social Reformer E.V.Ramasamy affectionally called 'Thanthai Periyar'. The University aims at developing knowledge in various fields to realize the maxim inscribed in the logo "Arival Vilayum Ulagu" (Wisdom Maketh World). "Holistic development of the students" is the primary objective of the esteemed Periyar University. The University got the 12(B) and 2f status from the University Grants Commission, New Delhi and has been accredited by NAAC with B+ in 2007 and 'Re-accredited by NAAC with A grade in the year 2015. According to the "India Rankings 2016" released by National Institutional Ranking Framework (nirf), THE Periyar University has been ranked 47th among the 722 universities in the country and ranked 2nd in Tamil Nadu as state university. As Young University of the state, it strives hard offering a quality education by revamping research and extension activities, curriculum by enhancement, academic flexibility, strong publications in peer reviews journals, world class laboratory facilities and anti-plagiarism software to endorse original research.

ABOUT THE PRIMS:

Periyar Institute of Management Studies (PRIMS) is one of the upcoming Management Institutions in the Southern region of the country. PRIMS offers two years full time MBA program (Aided & Self Finance) with a difference (CBCS- Choice Based Credit Systems) since its inception in 2005. The institute also offers M.Phil. Full-time and Ph.D. both full –time and part-time programme to promote research activities, The institute provides the contemporary Audio-Visual learning equipments for lectures and has developed its enduring relationship with the industries for providing practical training to the students through industrial visits, summer placement and

guest lecturers of executives from corporate world. The learning environment is always continuous and inculcates in the students the best skills of communication and personality development. The institute strongly emphasis on quality education, effective teaching pedagogies and real industry interface to propel to a better career. The institute will ever look for long term benefits where it equips the students with required employable skills and Managerial traits.

ABOUT THE PROGRAMME :

Entrepreneurship is considered as the backbone of economic development. It has been well established that the level of economic growth of a region to a large extent, depends on the level of entrepreneurial activities. The myth that entrepreneurs are born, no more holds good, rather it is well recognized now that the entrepreneurs can be created and nurtured through appropriate interventions in the form of entrepreneurship development programmes. In the era of liberalization and globalization along with ongoing information Technology revaluation, capable entrepreneurs are making use of the opportunities emerging from the evolving scenario. However, a large segment of the population, particularly in the industrially backward region /rural areas generally lags behind in taking advantages of these opportunities. Therefore, there is a need to mainstream them in the ongoing process of economic growth. The academic institutions, which are leaders in developing human resources, with some modulation and charge in focus, could then churn techno entrepreneurs on a continuous basis, which would accelerate the process of economic development and growth. Academic institutions must undertake this role and blend their technical inputs with entrepreneurial and managerial skills in their academic programmes and train students and faculty for entrepreneurial challenges. In this endeavor we at periyar university, Periyar Institute of Management Studies would like to envisage upon creating

Entrepreneurial society. Thus, they would be able to participate directly in the economic development of the

country: hence there is a need to promote Entrepreneurship amongst the faculty members of educational institution.

PROGRAMME CONTENT

- ❖ Indian value related to Entrepreneurship and the current scenario
- ❖ Training for Creativity & Innovation, change of becoming an Entrepreneur
- ❖ Role of Financial Institutions Banks /SFC etc to promote the entrepreneur
- ❖ IRP and Patents
- ❖ Entrepreneurship Development process & Model: Concept, EDP model and strategies, cluster
- ❖ Skills and Behavioural Training: Entrepreneurial motivation and competencies, counseling, confidence building
- ❖ Business profile preparation, Business plan formulation, Assessing the Viability of a business plan and establishment Entrepreneurship Development Cell
- ❖ Marketing Management and its importance for small business.
- ❖ challenges and competency of successful Entrepreneur
- ❖ Interface with successful Entrepreneur

Target Group

The "Faculty Development Programme (FDP)" is designed to train and motivate the faculty members from Universities, Arts and Science, Engineering College, polytechnic college and Entrepreneurship Development Institutions involved or likely to be involved in Promotion of Entrepreneurship related activities.

Registration

- ❖ Registration fees Rs. 250/- for the participants (Reimbursement)
- ❖ Besides, TA will be provided to the eligible participants.

- ❖ All registered participants will be provided free boarding and lodging inside the in university campus.
- ❖ Participation is limited to 20 and will be on first come first served basis
- ❖ Maximum two participants will be considered from an Institute.

Registration fees payable in the form of DD only; DD in favour of the Registrar, Periyar University, Salem.

Date to Remember

Last Date for Registration - 11th August 2017

Intimation for Selection - 16th August 2017

FDP - 21st Aug. 2017 - 4th Sep. 2017

How to Apply

FDP Brochure and Registration form can be downloaded from periyar university Website : www.periyaruniversity.ac.in

The Institutions/ participants may send the filled Registration form along with requisition and DD on or before **11th August 2017** to the following address :

VENUE : PRIDE Senate Hall

PERIYAR UNIVERSITY

Periyar Palkalai Nagar

Salem - 636 011.

ADDRESS FOR COMMUNICATION

Prof. Dr. V.R. PALANIVELU

Co ordinator - DST-NIMAT project
Professor

Periyar Institute of Management Studies, (PRIMS)

Periyar University, Salem - 636 011,

Tamil Nadu, India.

Mobile : 09865461065

Mail Id : drvrrpalanivelu@gmail.com

ORGANISING COMMITTEE

CHIEF PATRON : **Thiru. SUNIL PALIWAL, IAS**
Principal Secretary to
Higher Education Department
Government of Tamil Nadu
Convener-Vice Chancellor Committee
Periyar University, Salem - 11.

PATRON : **Dr. M. MANIVANNAN**
Registrar
Periyar University, Salem - 11.

CONVENOR : **Dr. N. RAJENDHIRAN**
Professor-Cum-Director - PRIMS
Dean of Arts
Periyar University, Salem - 11.

PROGRAMME : **Dr. V.R. PALANIVELU**
CO-ORDINATOR Co ordinator - DST-NIMAT project
Professor- PRIMS
Periyar University, Salem - 11.

ORGANISING COMMITTEE MEMBERS

Dr. G. YOGANANDAN
Associate Professor-PRIMS
Periyar University, Salem -11.
Dr. T. SARATHY
Assistant Professor -PRIMS
Periyar University, Salem -11.
Dr. J. SENTHIL VEL MURUGAN
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Dr. P. THIRUMOORTHY
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Dr. R. SUBRAMANIYA BHARATHY
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Dr. S. BALAMURUGAN
Assistant Professor -PRIMS
Periyar University, Salem -11.
Dr. M. SURIYAKUMAR
Assistant Professor -PRIMS
Periyar University, Salem -11.



PERIYAR UNIVERSITY

(RE-ACCREDITED BY NAAC WITH 'A' GRADE)

NIRF - 5th Rank among State Universities (Arts and Science)



PERIYAR INSTITUTE OF MANAGEMENT STUDIES (PRIMS)

Periyar Palkalai Nagar, Salem - 636 011, Tamil Nadu, India.

Two weeks

(21.08.2017 to 4.09.2017)

FACULTY DEVELOPMENT PROGRAMME

ON ENTREPRENEURSHIP

Date : 21st Aug. 2017 to 4th Sep. 2017

Venue : PRIDE Senate Hall
Periyar University, Salem



Sponsored by

**Entrepreneurship Development Institute
of India (EDII)**
Ahmedabad

&

**National Science & Technology
Entrepreneurship
Development Board (NSTSDB),
Department of Science and Technology
Government of India
New Delhi**

