

REPORT OF TWO WEEKS FACULTY DEVELOPMENT PROGRAM
ON
Transforming from a Responsible Manager to a Successful
Entrepreneur

Organised by
Entrepreneurship Development Cell
Shri Madhwa Vadiraja Institute of Technology and Management, Bantakal, Udupi
From 12th to 24th December 2016

In association with
NSTEDB, Department of Science & Technology (Govt. of India, New Delhi)
Entrepreneurship Development Institute of India, Ahmadabad &
Science & Technology Entrepreneurs Park (STEP) - NITK-Suratkal

Overview of Faculty Development Program (FDP)

The FDP was organized by Entrepreneurship Development Cell (EDC) of Shri Madhwa Vadiraja Institute of Technology and Management, Bantakal, Udupi from 12th to 24th December 2016.

The FDP was basically planned to create awareness among the faculties about entrepreneurship and to facilitate them with entrepreneurial mindset to motivate the students and to create entrepreneurial culture. Throughout the program all the resource persons have stressed upon various qualities of an entrepreneur and these qualities were highlighted by conducting some exercises, activities and questionnaires.

Prerequisites to start any enterprise were explained by all the resource persons and empowerment of the enterprise during its budding stage by financial institutions was conveyed to the participants. On the other hand preparation of business plan and its evaluation, financial aspects of the same was communicated. Importance of Achievement motivation model was stated and human behavior based on positive and negative thoughts was highlighted in the program.

Various challenges faced by entrepreneurs and businessman in the present scenario were addressed and solutions to some of them was conveyed in the program. Concepts of leadership, communication skills, problem solving, decision making, time management, marketing, and disaster management was covered.

Essential factors to be considered by first generation entrepreneurs like Business Opportunity Identification and Generation (BOIG), SWOT analysis (strength weakness opportunity and threat analysis), Market survey were explained.

We came across the following resource persons:

1. Mr. Ramananda Nayak, Joint Director, District Industries Center, Udupi
2. Prof.B.S.Revankar, Ex-Director, NITK- STEP, G C member, SMVITM, Bantakal.
3. Mr.Vaman Naik, District Industries Center (DIC), Udupi.
4. Mr.Ramesh, Entrepreneurship Development Institute of India (EDII), Bengaluru.
5. Prof.Vasudeva Rao, Professor, T.A. Pai Management Institute (TAPMI)-Manipal.
6. Mr.Sudhir Raj K, Professor, Justice K S Hegde Institute of Management-Nitte.
7. Mr. Socrates, Dy.Director, MSME Development Institute, Mangaluru.
8. Mr.Sunder Madakshira, Head Markerting, Edgeverve Systems Ltd, Bengaluru.
9. Mrs.Srivathsala, CEO, Spearhead Finserve.
10. Mr.Jayakrishna, AO, T.A. Pai Management Institute (TAPMI)-Manipal.
11. Prof.B.Harish, Proprietor, M/S Premier Investments, Udupi.
12. Dr.Mohandas Bhat S, Principal, Moodlakatte Institute of Technology, Kundapura.
13. Dr.G Srinikethan, Professor, Dept. of Chemical Engineering, National Institute of Technology, Karnataka, NITK- Suratkal.
14. Dr.Ravindranath Shanbhag Consumers forum & Human Rights Protection Foundation (HRPF), Udupi.

DAY 1 (12 December 2016)

Mr. Ramananda Nayak, Joint Director, District Industries Center, Udupi was invited as chief guest for the inaugural function of FDP. Mr. Ramananda Nayak added on prerequisites to start an enterprise and empowerment of the enterprise during its budding stage by financial institutions. The inaugural function was followed by a session engaged by **Prof.B.S.Revankar, Ex-Director, NITK-STEP, G.C member of SMVITM, Bantakal.**

Sessions engaged on this day mainly focused upon: **Micro lab for behavior stimulation, role of entrepreneurs in economic development & charms of becoming an entrepreneur.**

First day was started with an introduction about the FDP, importance of FDP and need for the same. It was mentioned that the program is meant to motivate faculty and students in the direction of entrepreneurship and to make us aware of present entrepreneurial opportunities.

Session was started with a talk on “Entrepreneurial Mindset” in which the way of thinking of successful entrepreneurs was quoted with few examples.

The session was followed by “Ice Breaking Activity” in which a group of 3 participants was made and they were asked to introduce other participant of their group. This activity was carried out to know each other about their profession, strengths, weakness, hobbies, achievements & goals in life.

A questionnaire was asked to answer which is used to access an individual’s strengths and weakness in aspects of self confidence, assertiveness, problem solving, information collection, systematic planning etc. Each of these was calculated by considering scores of individual questions. Later a graph was plotted to know the area in which one has to improve.

This activity was followed by the explanation of “Jaohari’s Window” which revealed four major considerations of a person in his/her personal & professional life. A questionnaire was asked to answer and scores were plotted on a graph to know ones lifestyle in society.

Concept of “Need for Achievement” was explained by Mr. Revankar and he stated that it involves four basic things i.e. a desire for success in competition with others, self imposed standard of excellence, desire to accomplish something unique and an environment in a life turn career goal. Along with this initiation of action, goal anticipation, problems, feelings, help taken and achievement of goal was explained clearly.

Take home message at the end of day 1:

- Participants were made aware of thinking style of successful entrepreneurs.
- Use of “Ice Breaking Activity” in order to know each other very well.
- Area of improvement in terms of personal traits was identified with the use of questionnaire.
- Use of “Jaohari’s Window” to know ones lifestyle in the society.
- Concept of “Need for Achievement”.

DAY 2 (13 December 2016)

Second day session was continued by **Prof.Revankar** followed by **Mr.Vaman Naik, District Industries Center DIC, Udupi.**

Sessions engaged on this day mainly focused upon: **Creativity & problem solving, Role of support agencies in entrepreneurial development & Business opportunity identification.**

Day was started by recollecting the things explained on the previous day. This made all the participants aware of the concepts covered so far.

Followed by this a disaster management activity or decision by consensus exercise in which a story was given and each team was asked to arrive at a conclusion. Finally the activity reflected the art of convincing others and other aspects that a leader should have.

After this activity participants were asked to come out with case study of some enterprise with respect to their benefits to society and contribution to economy.

Later the session was engaged by Mr.Vaman Naik, DIC, Udupi. In this session participants were made aware of different schemes instituted by state and central govt. of India to promote and to encourage local entrepreneurs. Role of support agencies in entrepreneurial development was clearly conveyed by the resource person.

Mr. Vaman Naik explained about various financial institutions like public sector, private sector, cooperative banks, DIC, KVIC and NSIC etc. He explained some of the banking concepts like banking products, loans and repayment of the same under security and margin basis. He mentioned some of the financial institutions which are taking keen interest towards empowering small medium and small scale enterprises.

Different schemes of government for supporting the budding entrepreneurs were stated and significance of the same was mentioned with respect to strengthening the economic growth of our country.

He explained the concept of problem solving based on its identification, acceptance, knowing its seriousness, finding alternatives to problem and its implementation. Many of the effects and affects of a problem not being addressed properly were explained with respect to human behavior.

Afternoon session was continued by Prof.Revankar. In this session participants were asked to come out with some innovative ideas w.r.t service, tourism, engineering etc. From this activity participants were able to study the feasibility of an idea.

Take home message at the end of day 2:

- Concept of “Decision by Consensus” was explained with respect to qualities of a leader.
- Concept of “Disaster Management” was explained with an activity with respect to art of convincing others.

- “Achievement Motivation” explained with an activity of selection of a business plan and comparing actual and estimated outputs. Through this decision making, quality output, risk taking, planning aspects etc was explained.
- Role of support agencies in entrepreneurial development was conveyed.
- Feasibility study of any idea was made clear.
- Basic idea about various financial institutions and their significance.
- Overview of banking sector and products of the same.
- Types of loans and repayment of the same under security and margin basis.
- Different types of government schemes implemented to empower the budding entrepreneurs.

DAY 3 (14 December 2016)

Third day session was engaged by **Mr.Ramesh, Entrepreneurship Development Institute of India (EDII), Bangaluru.**

Sessions engaged on this day mainly focused upon: **Entrepreneurial motivation training.**

He started his session by stating that to be happy and to achieve success in life one has to be determined, dedicated and disciplined, share his/her feelings or thoughts with close ones and free the mind from negative thoughts.

He highlighted some of the key qualities of an entrepreneur. Mr.Ramesh came out with some observations and through this he communicated certain qualities of an entrepreneur such as courage, team work, value addition, decision making, calculated risk taking, planning, leadership qualities, perseverance etc. Out of these qualities he mentioned about quality of perseverance. He stated that 90% of entrepreneurs stop trying after repeated failures and quit the race which is not desirable.

In the afternoon session Mr.Ramesh presented a topic on “Achievement Syndrome Model”. The model was explained with respect to need or requirement to achieve any goal by considering some barriers and feelings i.e. positive and negative attitude. It was stated that problems to be faced for reaching any goal should also be considered along with its benefits at the initial stage itself. Extent/Degree to which some of the emotions effect the accomplishment of goals was explained with some examples.

Take home message at the end of day 3:

- We were able to chalk out basic qualities of an entrepreneur.
- Building an attitude of “Thinking for a Change” and process of dreaming to achieve.
- Influence of an individuals thinking in reaching any goal i.e. extent to which negative/positive thinking effect our daily activities.
- Incorporating entrepreneurial qualities in students and motivating them to inculcate the same.
- Analyzing market opportunities for goods/service and working in that direction for establishing a small/medium enterprise.

DAY 4 (15 December 2016)

The fourth day session was engaged by **Prof.Vasudeva Rao, Professor, TAPMI-Manipal.**

Sessions engaged on this day mainly focused upon: **Competencies of a successful entrepreneur, Curriculum development for promoting entrepreneurship amongst S&T target groups, Skills required to be an effective ED trainer-motivator.**

Prof.Vasudeva Rao explained about Business Opportunity Identification and Generation (BOIG).He initially mentioned that idea generation is the first most important step of first generation entrepreneur through tools like brainstorming, experience etc. Later he explained various stages involved in the BOIG. After idea generation an individual has to identify or sort the category into which his/her business belongs to. Followed by this is macro summary which includes giving preference to a business type, capacity to invest and technical/skills required for the same. Macro summary is followed by micro summary which includes evaluation of business type on the basis of skills, government policies etc. Later SWOT analysis (strength weakness opportunity and threat analysis) is carried out for a selected business plan and is further implemented. Each participant was asked to come out with a business plan through this BOIG. He explained the concept of quality, factors affecting quality and customer response based on quality product.

Prof.Vasudeva Rao stressed upon the development of entrepreneurial culture among the students and its impact on the employment. In continuation with this he presented a topic on “why entrepreneurs fail?”

Prof.Vasudeva Rao explained the concept of market survey. It involves a systematic approach to identify the expectations of the customers and is one of the important factors which decide success or failure of an enterprise. He explained the ways in which market survey is carried out. Each participant was asked to conduct a market survey for their business plan.

Afternoon session involved presentation on “Business Plan”. Prof.Vasudeva Rao explained the necessary elements to be incorporated in any project report for getting a loan sanctioned from financial institutions i.e. general information of project, project description, market potential, sources of finance, economic & social viable, and project appraisal. Various categories under these headings were explained by stating its importance.

Activity of “likes/dislikes about a story” was conducted. In this participants were asked to come out with their views about likes/dislikes of characters in the story. After the completion the activity each participant was asked to read out the story and rest others were asked to make observation on the words used in the story.

By this activity each one of us came to know our style of thinking which approximated nearly to 75%.By taking this activity into account the achievement syndrome model was explained.

Take home message at the end of day 4:

- Concept of Business Opportunity Identification and Generation (BOIG).
- Key points to be kept in mind for first generation entrepreneurs.
- Stages in selection of a business plan.

- Significance of business idea generation.
- Conducting macro and micro summary.
- SWOT analysis (strength weakness opportunity and threat analysis)
- Concept of quality and its importance.
- Concept of market survey and its importance.
- Came to know about the importance of achievement syndrome model.
- Preparation of a business plan was communicated.
- Financial aspect of any business plan is to be considered very seriously as it may lead to huge loss on its negligence.
- Evaluating the performance of a business plan can be done by using certain factors.
- Feasibility of a project is clearly reflected in its report.
- Extent of effort an entrepreneur puts to get some loan sanctioned from financial institution was stated.

DAY 5 (16 December 2016)

The fifth day session was engaged by **Mr.Sudhir Raj K, Professor, JKSHIM-Nitte** followed by **Mr. Socrates, Dy.Director, MSME Development Institute, Mangaluru.**

Sessions engaged on this day mainly focused upon: **How to develop proposals and explore funding support for entrepreneurship, Importance of IPR & patent registrations in SSI, Planning a small business and sources of information.**

The session was started with a small introduction about entrepreneurship, business and venture, trading etc. In this Mr. Sudhir Raj K brought out some major differences between a businessman and entrepreneur with respect to profit motive, creation of opportunities on unique ideas etc.

Mr. Sudhir Raj stressed upon business environments, intellectual property rights, patents, trademarks, copyrights & service of an attorney. Later basic requirements or prerequisites to start an enterprise for trading products was explained with respect to getting registration for the enterprise, getting PAN & TIN for the company, getting bank account number in the name of company etc. He also mentioned some of the difficulties faced by people when they don't have knowledge about these requirements.

Mr. Sudhir Raj stressed upon the brand name of a product and explained its importance in increasing the profit of an enterprise and to successfully promote a product in market. He stated that profit of an enterprise starts with a loss at its beginning, so an individual has to initially make up his mind to keep a marginal profit on his product or service.

Afternoon session was engaged by Mr. Socrates. He stressed upon product specific registrations & their importance, planning needed before starting an enterprise, sources of information to start any enterprise and word of caution before starting any enterprise.

The elements covered in afternoon session conveyed the participants that proper planning is necessary before taking any decision w.r.t starting any enterprise.

Take home message at the end of day 5:

- Identification of problem is the most important factor to be kept in mind to come out with innovative ideas.
- Prerequisites to start an enterprise for trading products.
- Customer satisfaction through quality product or service should be the primary consideration of any entrepreneur.
- Setting up of long term goals before starting any enterprise.
- Brand name to be concentrated to promote any product in market.
- Marketing strategies.
- Marginal profit concept.
- Approach to project feasibility.
- Ground work required to start an enterprise.
- Elements in a business plan.
- Importance of IPR & patent registrations in SSI.

DAY 6 (17 December 2016)

The sixth day session was engaged by **Mr.Sunder Madakshira, Head Marketing, Edgeverve Systems Ltd, Bengaluru & Mrs.Srivathsala, CEO, Spearhead Finserve** followed by **Mr.Sudhir Raj K, Professor, Justice K S Hegde Institute of Management (JKSHIM)-Nitte.**

Sessions engaged on this day mainly focused upon: **Need and importance of effective business communication, Entrepreneurship in education, emerging trends & role of DST in promoting entrepreneurship, Promoting entrepreneurship: role, task & challenges.**

Mr. Sunder Madakshira presented a topic on business communication. He explained the importance of communication skills, its types and requirement of the same by an individual and entrepreneur.

The session was continued by Mrs.Srivathsala, CEO, Spearhead Finserve. She presented on various elements in a business plan with respect to its preparation, financial aspects, marketing aspects etc. Sources of finance were explained. Significance of each source was explained i.e. loans given by banks, equity etc. Different types of equity were explained.

Afternoon session was engaged by Mr.Sudhir Raj K. He focused on Entrepreneurship in education, emerging trends & role of DST in promoting entrepreneurship, Promoting entrepreneurship: role, task & challenges.

Mr.Sudhir Raj K explained the necessary elements to be incorporated in any project report for getting a loan sanctioned from financial institutions i.e. general information of project, project description, market potential, sources of finance, economic & social viable, and project appraisal. Various categories under these headings were explained by stating its importance.

It was stated that problems to be faced for reaching any goal should also be considered along with its benefits at the initial stage itself. Extent/Degree to which some of the emotions effect the accomplishment of goals was explained with some examples.

Some of the teaching-learning methodologies/pedagogical techniques were covered.

Take home message at the end of day 6:

- Need and importance of effective business communication was conveyed.
- Entrepreneurship in education & teaching-learning methodologies/pedagogical techniques related to it was effectively communicated.
- Various elements in a business plan.
- Emerging trends & role of DST in promoting entrepreneurship.
- Promoting entrepreneurship: role, task & challenges were explained.

DAY 7 (19 December 2016)

The seventh day session was engaged by **Prof.Vasudeva Rao, Professor,TAPMI-Manipal.**

Sessions engaged on this day mainly focused upon: **Market survey: need, importance, tools & techniques, Marketing management in small business.**

Various elements in a business plan were explained by Prof.Vasudeva Rao. He also touched upon various types of cost incurred in an enterprise. This was explained with an example about how an enterprise recovers its fixed cost after some duration. Variable cost incurred with the increase in demand was explained.

Changes in average fixed cost and variable cost was explained with respect to quantity and cost per unit. The effect of increase in demand and supply and its impact on quality of product was mentioned.

Basic knowledge of share market and shares was provided before starting any enterprise. Significance of break even point was explained and decision making with respect to the same was stated.

Prof.Vasudeva Rao explained the concept of time management and its skills. The concept was briefed by considering a matrix consisting of four parameters towards approach of any work i.e. work is important and is urgent, work is not important but it is urgent, work is not important urgent but is not important and work is not important and not urgent. Prioritizing any work based on these parameters is very much essential to utilize the time effectively and efficiently.

Market survey its need, importance, tools & techniques were explained by taking some case studies. Marketing management in small business too was explained by considering some of the success and failure case studies.

Take home message at the end of day 7:

- Concept of problem solving.
- Various customer expectations about a product or service.
- Concept of time management.
- Types of cost incurred in an enterprise.
- Effect of increase in demand and supply.
- Types of decision making during increase in demand.
- Significance of fixed cost and variable cost.
- Changes in average fixed cost and variable cost.
- Sources of finance.
- Basic knowledge of share market and shares.
- Importance of break even point.

DAY 8 (20 December 2016)

The eighth day was **Industry visit to Udupi Power Corporation Ltd (UPCL)**, Padubidri, Dakshina Kannada, Udupi, Karnataka & **Suzlon Infrastructure Limited**, Padebettu, Dakshina Kannada, Udupi, Karnataka.

Udupi Power Corporation Ltd/Udupi Power Plant is a coal based thermal power station in Karnataka, India, established in 2008. It is located to the north of Mangalore, west of Belmannu, and just to the northeast of Padubidri in the village of Yellur, Udupi district, close to the Shambavi River, roughly 7 or 8 km from the coast from where the imported coal for the power plant is transported to plant through rail line.

UPCL has installed capacity of 1200 MW (2x600). The plant became fully operational in September 2012. The plant is operated by Udupi Power Corporation Limited which is a subsidiary of Lanco Infratech. Earlier the plant was owned by Nagarjuna Power Corporation Limited. In August 2014, Lanco Infratech has agreed to sell this power plant to Adani Power for Rupees 6,000 Crores. The deal finally concluded in April, 2015.

Some more information about UPCL

Fuel: About 4 million tons per annum from Indonesia

Water Source: Sea water is used to meet the condenser cooling and other water requirements. Re-circulating type of circulating water (CW) system with natural draft cooling towers is installed. Desalination of seawater is carried out to meet the freshwater requirement for the plant.

Plant O&M by: In-house **Status (Units Commissioned)** : Both units of 2 x 600 MW are commenced commercial operations.

Project specification: The power generated from Udupi Power Plant is evacuated through a dedicated 400 kV transmission line.

Power Off taker: Long term PPA for 90% to five ESCOMS in Karnataka and 10% to Punjab State Power Corporation Ltd.

Visit to UPCL was followed by visit to **Suzlon Infrastructure Limited** situated at Padebettu, Udupi.

About Suzlon

Suzlon is one of the world's largest and leading producers of wind turbines. Suzlon specialize in the development of wind energy solutions and have forayed into the solar segment as well. Suzlon provides an all-encompassing solution to wind-energy products in the form of wind turbines that are infused with state-of-the-art technology from their blades, nacelle, towers and foundations. Suzlon's multi-dimensional approach to value engineering and cost reduction provides better margins and a competitive advantage to its customers thereby being able to provide and sustain the very best in renewable energy solutions while maintaining an eco-friendly approach.

Wind turbine blade manufacturing units were very interesting as they involved various processing units and a clear picture of this unit was provided.

Take home message at the end of day 8:

- Creation of local employment was made aware by looking at these huge units.
- Utilization of locally available resources.
- Contribution towards energy sector all over India in order to supply power based on the demand.
- Contribution towards economic growth of the country.
- Awareness created about how these units initially started functioning by the vision, commitment, dedication & discipline of entrepreneurs.

DAY 9 (21 December 2016)

The ninth day session was engaged by **Mr.Jayakrishna, AO, TAPMI-Manipal.**

Sessions engaged on this day mainly focused upon: **Need & importance of financial management in SSI, Break even point, Working capital assessment &management in SSI.**

Mr.Jayakrishna presented on basics of accounting and its importance in an organization. Further accounting frame work was considered and cash inflow, cash outflow & financial statement were explained.

Assets, liabilities, income & expenses were linked to profit & loss statement of an enterprise. Participants were given a set of scenarios and were asked to arrive at an accounting equation for the same. Cash flow and fund flow statements and their importance were conveyed effectively.

Financial ratios and their importance were covered by considering Break Even Point (BEP).Studying the BEP and its calculation was presented by considering few examples.

Afternoon session was about Working capital assessment &management in SSI. Different sections under working capital & there importance was presented.

Take home message at the end of day 9:

- Basics of accounting.
- Need for accounting.
- Assets, liabilities, income & expenses in an organization.
- Profit & loss statement of an enterprise (Need & importance of financial management in SSI).
- Accounting equation for a given scenario.
- Cash flow and fund flow statements.
- Financial ratios and their importance.
- Break Even Point (BEP) & its importance.
- Working capital assessment &management in SSI.
- Causes for failure of enterprise.

DAY 10 (22 December 2016)

The tenth day session was engaged by **Mr.Jayakrishna, AO, TAPMI-Manipal, Prof.B.Harish, Proprietor, M/S Premier Investments, Udupi and Dr.Mohandas Bhat S, Principal, Moodlakatte Institute of Technology, Kundapura.**

Sessions engaged on this day mainly focused upon: **Financial forecasting, Entrepreneurs selection: tools & techniques, Essential management skills for a successful entrepreneur.**

The day was started with a presentation on financial ratios by Prof.B.Harish. He considered some scenarios and linked the same to analyze financial statements and ratios of an enterprise.

It was mentioned that financial ratios are relationships determined from a company's financial information and used for comparison purposes. They are often referred to measures as return on investment (ROI), return on assets (ROA), and debt-to-equity etc.

Some of the financial aspects like COGS (Cost of goods sold, or cost of sales), EBIT (Earnings before interest and taxes), EBITDA (Earnings before interest, taxes, depreciation, and amortization), EPS (Earnings per share) were considered.

Financial ratios such as liquidity ratios, asset turn over ratio, leverage ratio, profitability ratio & dividend policy ratios were considered and their importance was highlighted.

Afternoon session was engaged by Mr.Jayakrishna. Participants were asked to come out with a business plan and to prepare a project report on the same. Participants were grouped in five numbers and were allowed to discuss to frame a report. A project report was prepared by considering only its financial part i.e. fixed capital, working capital, fixed cost, production cost etc.

Participants were allowed to assume some cost or expenses that are incurred by the enterprise and on this basis calculation for turnover, profit, net profit ratio, rate of return, break even point was done .Finally each group arrived at answers to all these factors. Later each of the project proposals was evaluated for its feasibility and the best project was selected for sanction of loan.

Through the activity of preparation of business plan all of us got to know the factors that are to be taken into account before submitting a project report.

Evening session was engaged by Dr.Mohandas Bhat S. He stressed more on the competencies possessed by a successful entrepreneur.

Entrepreneurial competencies like Initiative, Systematic planning, Creativity and innovation, Risk taking and Risk Management, Problem solving, Persistence, Quality performance, Information management, Persuasion and influencing abilities were presented by considering some examples.

Take home message at the end of day 10:

- Importance of financial ratios.
- Factors to be accounted when preparing a business plan.
- Entrepreneurial competencies & their importance.

DAY 11 (23 December 2016, valedictory function)

The eleventh day session was engaged by **Dr.G Srinikethan, Professor, Dept. of Chemical Engineering, NITK-Suratkal** followed by **Prof.B.S.Revankar, Ex-Director, NITK-STEP, G C member, SMVITM, Bantakal.**

Sessions engaged on this day mainly focused upon: **Inputs on environmental/pollution control/energy saving/non conventional energy sources, Writing a business plan, evaluation of project cost and means of finance, Sources of funds: venture capital.**

Day was started with Dr.G Srinikethan with his presentation on **sustainable development** (environmental/pollution control/energy saving/non conventional energy sources) & **waste management.**

Dr.G Srinikethan mentioned that Sustainable development or sustainability has been described in terms of three spheres, dimensions, domains or pillars, i.e. the environment, the economy and society. Sustainable development w.r.t these dimensions & their importance were explained by quoting some examples/case studies. He also emphasized on waste management and considering waste as a resource which can be prevented, reused, recycled and disposed.

Afternoon session was engaged by Prof.B.S.Revankar. He stressed more on writing a business plan & evaluation of project cost. Executive Summary, Company Description, Market Analysis, Organization & Management, Service or Product Line, Marketing & Sales, Funding Request, Financial Projections etc were considered. Sources of funds like venture capital etc were also covered during the presentation.

Take home message at the end of day 11:

- **Sustainable development** (environmental/pollution control/energy saving/non conventional energy sources) & **waste management.**
- Preparation of business plan & factors accounted while preparing the same.
- Various elements of cost like fixed capital, working capital, fixed cost, production cost etc.
- Basic calculations of turnover, profit, net profit ratio, rate of return, break even point.
- Project feasibility study.
- Sources of funds to start an enterprise.

DAY 12 (24 December 2016, valedictory function)

Last day of FDP was motivational talk by **Dr.Ravindranath Shanbhag, Consumers Forum, Udupi followed by valedictory function. Mr. Kishore Alva, Joint President, Adani Udupi Power Corporation Limited, Padubidre was the chief guest of the function.**

Dr.Ravindranath Shanbhag Consumers forum & Human Rights Protection Foundation (HRPF), Udupi presented on various human rights issues and created awareness about getting a justice even after repeated failures in the process. Dr.Ravindranath Shanbhag considered some of the cases where the individuals suffered a lot and finally got justice. There were heart touching cases and the audience was made aware of human rights protection acts.

The session was followed by valedictory function. Mr. Kishore Alva, Joint President, Adani Udupi Power Corporation Limited, Padubidre was the chief guest of the function. Certificates were distributed to the participants of FDP during the function.

CONCLUDING REMARKS

Developing entrepreneurial culture among the students is essentially required in the present scenario as it plays an important role in socio-economic growth of the country and at the same time it is required to create awareness about entrepreneurship to faculties and to facilitate them with necessary information regarding entrepreneurial aspects in order to motivate their students to orient towards entrepreneurship is necessary. Keeping this in mind EDC of SMVITM, Bantakal organized two week FDP in which faculties from various backgrounds were given knowledge about entrepreneurship and some inputs regarding the financial institutions by different resource persons. After undergoing FDP we are confident enough that we can create an entrepreneurial mindset in students.