

Session Detail:

- Session 1: Ideation and Innovation
- Session 2: Business Model and Planning
- Session 3: Design Thinking : A milestone towards startup
- Session 4: Incubation and Start-up Journey
- Session 5: Research Methodology
- Session 6: Product Development and Operation
- Session 7: Funding and Financial Management
- Session 8: Marketing and Consumer Engagement
- Session 9: Scaling and Team Building
- Session 10: Legal and Ethical Considerations

ORGANIZING COMMITTEE

Chief Patron

Dr. Anand Poddar
Chairman

Patron

Mrs. Roopal Poddar
Vice-Chairperson

Principal

Prof. Praveen Goswami

Vice Principal

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Coordinator

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Associate Professor
Commeres and Management

Co-Coordinator

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Associate Professor
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ATAL AICTE Sponsored One-Week Faculty Development Program



(Application Number: 1716272888)
on

**Building and Sustaining
a Start-up: From Ideation to Scale**

23 - 28 December 2024



Organized
by

PODDAR

INTERNATIONAL COLLEGE

(Affiliated to University of Rajasthan)

Sector-7, Near Shipra Path, Mansarovar,
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About Jaipur

Jaipur is the capital and largest city of the Indian state of Rajasthan in Northern India. It was founded on 18 November 1727 by Maharaja Jai Singh II, the ruler of Amer after whom the city is named. As of 2011, the city has a population of 3.1 million, making it the tenth most populous city in the country. Jaipur is also known as the Pink City of India. Located 260 km from the Indian capital, New Delhi, Jaipur forms a part of the Golden Triangle tourist circuit along with Agra (240 km). Jaipur is a popular tourist destination in India and serves as a gateway to other tourist destinations in Rajasthan such as Jodhpur (348 km). Jaisalmer (571 km) and Udaipur (421 km).

About the College

Glorious journey of Poddar Group of Institution started in the year 1998 with vision of providing Education with a Purpose to Shape a Better Future" under the leadership of dynamic and charismatic Dr. Anand Poddar to provide distinctive education to the youth of India. The college has set a benchmark to prepare students not only for university exams but also for competitive exams. College is recipient of numerous projects from funding agencies like ICSSR, UGC, DST, etc.

Poddar international college today offers bouquet of various programs like B.Com., BCA, BBA, BA, B.Ed., B.Sc., MA, M.Sc., M.Com., M.Voc, B.Voc and B.Des courses in Rajasthan catering to the varied needs for education through its various institutions. One of the institutions of the group, Poddar International College has bagged many other prestigious awards including "Best Upcoming Higher Education Institute of Rajasthan" from ASSOCHAM, given by HRD Minister, New Delhi. It has been ranked among top positions in Rajasthan by the India Today. Another college of the group "Poddar Management and Technical Campus" has ranked among top five business school according to Business Today. The group is committed to provide an educational environment for students along with curricular aspects.

About the FDP

The Faculty Development Program (FDP) on "Building and Sustaining a Start-up: From Ideation to Scale" is designed to empower faculty members with the knowledge and skills needed to guide aspiring entrepreneurs and nurture start-up initiatives. This comprehensive program will cover the entire start-up lifecycle, from generating innovative ideas to scaling and sustaining a successful business. Expected outcomes are to enhance the entrepreneurial knowledge and Skills.