



ISO 9001 : 2015  
NAAC Accredited

# ASTHA School of Management

## Bhubaneswar

# Startup Innovation and Entrepreneurship

One-Week Faculty Development Programme (Online)

Date: 26 May - 31 May 2025

Rs. 200/-  
Registration



#### Other Resource Person:

- ❖ Electropreneur Park STPI Bhubaneswar
- ❖ Startup Founders from ESDM domain
- ❖ Bankers/Funding Agencies

#### Chief Resource Person:

Ms. Purabee Purnasha Mishra  
Chief Operating Officer, Electropreneur park,  
Bhubaneswar

Register  
NOW



E-Certificates and E-Materials shall be provided to all participants

Registration Link: <https://forms.gle/Z4QdBHsogKwtDdvN7>

Convener  
Prof. Ananya Swain  
+91 8249174425

Plot no- 261, Panchamukhi Vihar, Baliana, Bhubaneswar, Odisha 752101





# ASTHA School of Management

Bhubaneswar

## Session Plan

**Day 1: 26.05.2025**

**Introduction to Entrepreneurship and Startups**

❖ Session on Understanding Entrepreneurship-History, evolution, and its importance in economic growth, Startup Ecosystem- Exploring global and Indian startup ecosystems.

**Day 2: 27.05.2025**

**Idea Generation and Business Models**

❖ Session on Ideation Techniques- Brainstorming and Design Thinking for startups, Business Model Canvas-Framework for startup success.

**Day 3: 28.05.2025**

**Startup Innovation**

❖ Session on Role of Innovation in Startups-Types of innovation and how they drive startups, Technology and Innovation-Leveraging technology to innovate.

**Day 4: 29.05.2025**

**Financial Planning and Funding**

❖ Session on Startup Financing-Bootstrapping, angel investors, venture capital, etc, Crafting a Winning Pitch-How to attract funding.

**Day 5: 30.05.2025**

**Fostering Entrepreneurial Mindset**

❖ Session on Teaching Entrepreneurship: Strategies for educators, Ethics and Sustainability: Ensuring responsible entrepreneurship.

**Day 6: 31.05.2025**

**Activity-Based Learning**

- ❖ Interactive Activity: Group discussion on successful startup stories.
- ❖ Interactive Activity: Create a business model for a hypothetical startup.
- ❖ Case Study Discussion: Analyze an innovative startup.

## Chief Patron

**Dr. Bankim Mohanty**

## Convener

**Prof. Ananya Swain**

## Chairperson

**Prof. (Dr.) Sharmila Subramaniam**

## Committee Members

- ❖ Prof. Manoranjan Nayak
- ❖ Prof. Dwipanita Mishra
- ❖ Prof. Manoj Kumar Behera
- ❖ Prof. Pramit Chandra Rout
- ❖ Prof. Subhamitra Nayak
- ❖ Prof. Asif Khan
- ❖ Prof. Priyanka Jena