



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



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



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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 Subramanian

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



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Certificate of Participation

*This certificate is awarded to Asst.Prof. Dipan Kumar Jena for participating in the Online Faculty Development Programme on **Startup Innovation and Entrepreneurship** held from 26 to 31 May 2025.*

Prof. (Dr) Sharmila Subramanian
Principal

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*This certificate is awarded to Asst.Prof. Priyanka Jena for participating in the Online Faculty Development Programme on **Startup Innovation and Entrepreneurship** held from 26 to 31 May 2025.*

Sharmila

**Prof. (Dr) Sharmila Subramanian
Principal**

Bank

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*This certificate is awarded to Asst.Prof. Manoj Kumar Behera for participating in the Online Faculty Development Programme on **Startup Innovation and Entrepreneurship** held from 26 to 31 May 2025.*

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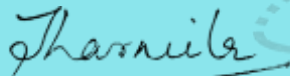
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*This certificate is awarded to Asst.Prof. Satyanath Mohapatra for participating in the Online Faculty Development Programme on **Startup Innovation and Entrepreneurship** held from 26 to 31 May 2025.*

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*This certificate is awarded to Asst.Prof. Rituparna Mishra for participating in the Online Faculty Development Programme on **Startup Innovation and Entrepreneurship** held from 26 to 31 May 2025.*

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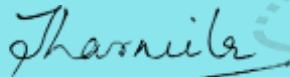
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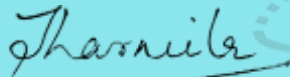
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