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# ASTHA School of Management

Managed by : Shree Panchamukhi Educational & Charitable Trust

## Summary Report of Faculty Development Programme (FDP–2025)

### “Startup Innovation and Entrepreneurship”

**Organized by:**

ASTHA School of Management, Bhubaneswar

**Mode:** Online

**Duration:** One Week

**Dates:** 26 May 2025 – 31 May 2025

ASTHA School of Management, Bhubaneswar successfully organized a **One-Week Faculty Development Programme (FDP) on “Startup Innovation and Entrepreneurship”** from **26th May to 31st May 2025**. The programme was designed to strengthen faculty competencies in entrepreneurship education, startup ecosystems, innovation practices, and experiential learning approaches.

The FDP aimed to equip participants with **conceptual clarity, practical exposure, and pedagogical strategies** related to startups and innovation, enabling them to effectively integrate entrepreneurship concepts into academic curricula and research.

### Programme Structure and Coverage

The FDP was systematically structured into **six days**, blending theory, practical insights, and activity-based learning:

- **Day 1:** Introduction to Entrepreneurship and Startups  
Focused on the evolution of entrepreneurship, its role in economic development, and an overview of the global and Indian startup ecosystems.
- **Day 2:** Idea Generation and Business Models  
Covered ideation techniques such as brainstorming and design thinking, along with practical understanding of the **Business Model Canvas** as a framework for startup success.



- **Day 3: Startup Innovation**  
Emphasized the role of innovation in startups, different types of innovation, and the use of technology as a key driver for entrepreneurial growth.
- **Day 4: Financial Planning and Funding**  
Provided insights into startup financing options including bootstrapping, angel investment, and venture capital, along with guidance on crafting effective investor pitches.
- **Day 5: Fostering Entrepreneurial Mindset**  
Focused on teaching strategies for entrepreneurship education, ethical considerations, and sustainability in entrepreneurial ventures.
- **Day 6: Activity-Based Learning**  
Included group discussions on successful startup stories, development of business models for hypothetical startups, and case study analysis of innovative ventures.

### Resource Persons and Academic Leadership

The programme was enriched by the presence of **experienced industry experts and startup ecosystem professionals**.

The **Chief Resource Person, Ms. Purabee Purnasha Mishra**, Chief Operating Officer, Electropreneur Park, Bhubaneswar, shared valuable industry insights and real-world startup experiences.

Additional resource persons included experts from **Electropreneur Park (STPI Bhubaneswar)**, startup founders from the **ESDM domain**, and professionals from **banking and funding agencies**, providing diverse perspectives on entrepreneurship and innovation.

### Key Highlights of the FDP

- Practical exposure to startup ecosystems and innovation practices
- Integration of entrepreneurship concepts with teaching methodologies
- Interactive sessions, case studies, and hands-on activities
- Focus on funding strategies, ethics, and sustainable entrepreneurship
- Enhanced understanding of experiential and activity-based learning

### Outcome of the Programme

The FDP was **highly successful** in enhancing participants' understanding of entrepreneurship and startup innovation. Faculty members gained **actionable insights, teaching tools, and contemporary knowledge** that can be effectively applied in classrooms, research, and institutional entrepreneurship initiatives.

The programme reaffirmed ASTHA School of Management's commitment to **faculty empowerment, innovation-driven education, and academic excellence**, while contributing meaningfully to the development of entrepreneurial thinking among educator

