

REPORT OF
SHORT TERM TRAINING COURSE
ON
ENTREPRENEURSHIP DEVELOPMENT PROGRAM
UNDER
RUSA COMPONENT 12: VOCATIONALIZATION OF HIGHER
EDUCATION

08th – 22nd December, 2023

Jointly organized by



Government Science College, Vankal

Ta: Mangrol, Dist: Surat

and

Knowledge Consortium of Gujarat, Ahmedabad

Department of Science & Technology, Government of Gujarat

ABOUT COLLEGE

Located in the tribal region of South Gujarat, Government Science College Vankal is one of the premier public funded colleges in the state of Gujarat. The College was established by the Department of Education, Government of Gujarat in the year 2012 to provide and promote quality education to the youth coming from underprivileged tribal communities.

The college is affiliated to Veer Narmad South Gujarat University, Surat. Since its inception, the college has been playing a pivotal role in bringing about a marked change in the erstwhile underdeveloped tribal region by enrolling around a 1000 students every academic year. Besides regular



academics a number of training and skill development programs are regularly organized to enhance the competency of students.

The college has state of the art infrastructure and basic research facilities to promote all-round development of students. At present, the college boasts of its academic excellence with highly capable and dedicated faculties well versed and established in their respective disciplines and selected through GPSC.

ABOUT RUSA

Rashtriya Uchchatar Shiksha Abhiyan (RUSA) is a centrally sponsored flagship scheme launched by the Government of India in 2013 to provide strategic funding to eligible state higher educational institutions. The primary objective of RUSA is to improve the overall quality of higher education in India through various measures aimed at enhancing access, equity, and excellence in the sector. RUSA primarily targets state universities and colleges, aiming to strengthen and upgrade their infrastructure, faculty, and academic programs. RUSA consists of various components and sub-schemes aimed at addressing different aspects of higher education. These may include infrastructure grants, faculty development programs, quality improvement initiatives, research and innovation grants, equity initiatives, and governance reforms.

The main objective of the Component 12 of RUSA scheme is to improve quality of higher education and increase the employability of students by providing vocational courses. Under this scheme institute has to select a vocation training course and a NSDC approved training partner to offer courses to the students.

To implement the component 12 of the RUSA scheme Government Science College (GSC) Vankal collaborate with National Small Industries Corporation (NSIC), Rajkot and arranged to organize two vocational courses one on Entrepreneurship Development Program (EDP) and the other on Digital Marketing and Search Engine Optimization (DM and SCO). DM course was of 50 hours and DM and SCO course was of 60 hours.

BACKGROUND OF THE ENTREPRENEURSHIP DEVELOPMENT PROGRAM (EDP)

In today's rapidly changing world, entrepreneurship has emerged as a key driver of innovation, economic growth, and job creation. Education department of government of Gujarat has realized the importance of entrepreneurship and its role vocationalization of higher education. Promoting entrepreneurship in college education can empower students to become agents of change, either by launching their own ventures, driving innovation within existing organizations, or addressing pressing social and environmental issues. By fostering an entrepreneurial mindset and providing students with the necessary skills and support, colleges can play a crucial role in shaping the future of entrepreneurship and foster a culture of innovation and opportunity.

Thus, to impart entrepreneurial skills and mindset among students, Government Science College (GSC), Vankal organized a 50 hours long Entrepreneurship Development Program (EDP). This short-term EDP course aimed to provide participants with a comprehensive understanding of entrepreneurship and equip them with the essential skills and knowledge needed to succeed as entrepreneurs or entrepreneurial-minded individuals.

OBJECTIVE OF THE COURSE

1. Understand the fundamentals of entrepreneurship, including its definition, importance, and role in the economy.
2. Explore the characteristics and traits of successful entrepreneurs.
3. Learn how to identify and evaluate business opportunities.
4. Learn about business law and regulation
5. Develop skills in business planning, including market analysis, financial forecasting, and risk assessment.
6. Gain insights into various aspects of launching and managing a start-up, such as marketing strategies, product life cycle, basic HRA and team building.
7. Learn about E marketing, entrepreneurship support system, pricing and market competition.
8. Understand the different advertising strategies and inventory management

9. Explore the potential challenges and obstacles faced by entrepreneurs and strategies for overcoming them.
10. Learn about resources and support systems available to entrepreneurs, including incubators, accelerators, and funding options.

TIME TABLE OF THE COURSE



RASHTRIYA UCHCHATAR SHIKSHA ABHIYAN (RUSA)



Component 12 Vocationalization of Higher Education RUSA 1.0

Name of Course: Entrepreneurship Development Program

Time-Table

Date	Time		Topic Name	NSIC Trainer's Name
	From	To		
08/12/2023	10:00 A.M	2:00 P.M	Introduction to entrepreneurship	NEEL JOSHI Mo: 9265936083
09/12/2023	10:00 A.M	2:00 P.M	Important and overview of marketing	
11/12/2023	10:00 A.M	2:00 P.M	Introduction to business law and regulation	
12/12/2023	10:00 A.M	2:00 P.M	Business promotion	
13/12/2023	10:00 A.M	2:00 P.M	Marketing channels / product life cycle	
14/12/2023	10:00 A.M	2:00 P.M	SWOT analysis / Basic HRA	
15/12/2023	10:00 A.M	2:00 P.M	E- Marketing / entrepreneurship support system	
16/12/2023	10:00 A.M	2:00 P.M	Pricing / market competition	
18/12/2023	10:00 A.M	2:00 P.M	Advertising its type and use	
19/12/2023	10:00 A.M	2:00 P.M	Business plan and marketing case study	
20/12/2023	10:00 A.M	2:00 P.M	Understanding Inventory management	
21/12/2023	10:00 A.M	2:00 P.M	Ratio Analysis, Discuss on marketing reports	
22/12/2023	10:00 A.M	12:00 P.M	Exam/ assessment	

P.R.CHAGANTI
CHIEF MANAGER (TRAINING)
NSIC-TSC, RAJKOT

ORGANIZING MEMBERS OF THE COURSE:

Listed people played key role in organization and conduction of the short term course on Entrepreneurship Development Program.

Organizing Committee member:

Patron	Dr. Parthiv K. Chaudhari Principal, Government Science College, Vankal
Patron	Mr. P.R. Changanti, Chief Manger (Training), NSIC-TSC, Rajkot
Resource Person	Mr. Neel Joshi, Trainer, NSIC, Rajkot
Coordinator	Dr. Anil Kumar Singh Assistant Professor (Microbiology), Government Science College, Vankal

QUANTITATIVE DETAILS OF THE COURSE ON EDP:

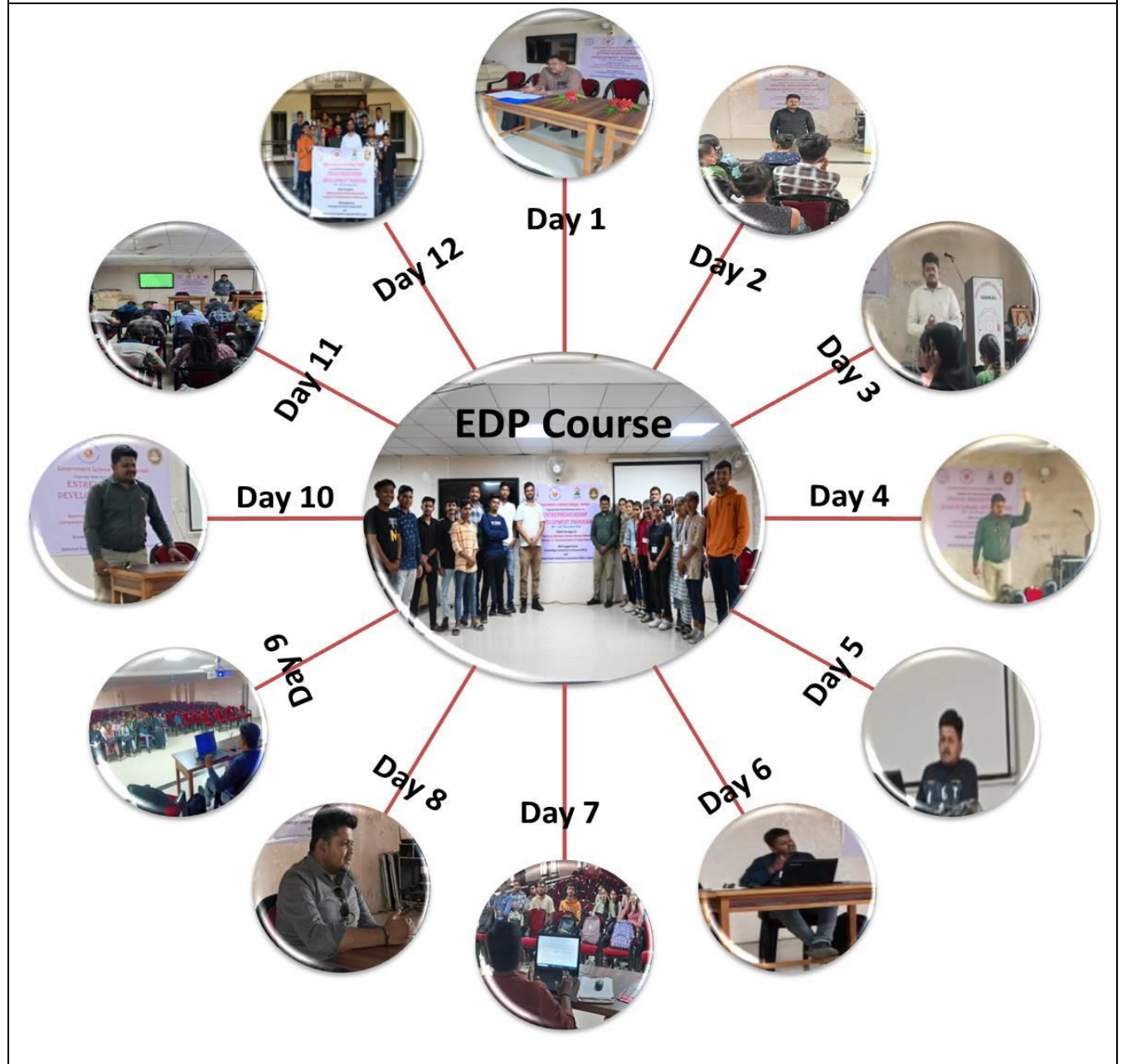
- **Total number of registered participants: 24**
- **Gender wise distribution of participants:**
Male participants: 09; Female participants: 15
- **Total duration of the lectures during the workshop: 50hrs**

Photographic glimpses of the short term course on EDP

Inaugural Session



Technical Sessions



Outcome of the short term course on EDP:

Student participants greatly benefited from the short term course of EDP. Participants gained a clear understanding of what entrepreneurship is, its significance, and how it contributes to the economy. They understood how entrepreneurial ventures create jobs, drive innovation, and contribute to economic growth of a nation.

Participants were able to do self-assessment and were able to evaluate their own entrepreneurial potential and identify areas for personal development.

Participants developed the ability to spot viable business opportunities in various markets and methods to assess the feasibility and potential of business ideas, reducing the risk of failure. They gained insights into the legal landscape of new business which will help them in navigating regulations, ensuring compliance, and avoiding legal pitfalls. Understanding legal obligations will also help them reduce risks related to intellectual property, contracts, and employment law.

The training also helped participants learn how to analyze market conditions, understand customer needs, and identifying target markets. They also developed skills in projecting financial performance, budgeting, and managing cash flow for business sustainability.

Participants got insights into marketing strategies, product life cycle management and HR management necessary for launching and managing new start up. Digital marketing skills, advertising strategies and inventory management were also explained to them.

Finally the participants learnt problem solving skills, networking and support system available for new start-ups.

This short term course equipped participants with a comprehensive set of skills and knowledge that will enable them to launch, manage, and grow successful entrepreneurial ventures.

Dr. Anil Kumar Singh,
Coordinator,
RUSA Component 12,
Government Science College, Vankal