

## Pusa Krishi's 5-Day Faculty Development Program Focuses on Fostering Entrepreneurial Skills and Innovation



PUSA Krishi, ICAR-IARI, launched a 5-day Faculty Development Program (FDP) on Innovation & Entrepreneurship on Monday, 17<sup>th</sup> March 2025. Supported by AICTE and the Ministry of Education's Innovation Cell, the program aims to enhance the capabilities of faculty members and incubation managers to effectively mentor startups. Experts from across India have been invited to lead various sessions throughout the program.

The FDP covers a range of topics including cultivating an Entrepreneurial Mindset, Creative Thinking & Idea Generation, Customer Discovery, Value Proposition, Tech Commercialization, Valuation, Pricing & strategies for Pre-Incubation and Incubation. Further sessions focus on Startup Financing Options, Key Financial Instruments, Business Model Canvas (BMC) and Go to Market Strategy (GTM). Additional sessions will cover Pitch Essentials for Investor-Ready Startups, Innovation Ecosystems, Incubation Centre Visits, IP Basics and Use Cases for IP.



The program is providing participants with valuable insights into entrepreneurship and innovation through interactive sessions, practical learning experiences and real-world case studies. These activities are helping attendees refine their skills in mentoring startups and nurturing entrepreneurial thinking. The program is also providing networking opportunities, enabling faculty members and incubation managers to connect with industry experts and fellow academics.



By the end of the program, participants will have a deeper understanding of current trends in entrepreneurship and will be equipped with practical tools to foster innovation and support early-stage startups at their institutions. The event is proving to be an essential platform for collaboration, fostering growth, and driving innovation within academic communities.