

**FDP Thrust Area: Next Gen Communication**

**FDP Title: GenAI-Driven Social Entrepreneurship and Management**

**Start Date: 09<sup>th</sup> December 2024**

**End Date: 14<sup>th</sup> December 2024**

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
<p><b>6:00 PM – 6:30 PM</b></p> <p align="center"><b>Inauguration</b></p>					
<p><b>6:30 PM– 8:00 PM</b></p> <p align="center"><b>Session 1</b></p> <p align="center"><b>Topic :</b></p> <p align="center"><b>Entrepreneur &amp; Charms of Being a Social Entrepreneur</b></p> <p>1. <b>Name of the Expert:</b> Tushar Garg</p> <p>2. <b>Designation:</b> Senior Scientist</p> <p>3. <b>Organization:</b> National Innovation Foundation, Gujarat</p>	<p><b>6:00 PM– 7:30 PM</b></p> <p align="center"><b>Session 3</b></p> <p align="center"><b>Topic :</b></p> <p align="center"><b>Business Opportunities identification: Criteria of selection &amp; Sources of Information</b></p> <p>1. <b>Name of the Expert:</b> Prof. (Dr.) Suresh Bhagavatula</p> <p>2. <b>Designation:</b> Professor</p> <p>3. <b>Organization:</b> IIM Bangalore</p>	<p><b>6:00 PM – 7:30 PM</b></p> <p align="center"><b>Session 5</b></p> <p align="center"><b>Topic:</b></p> <p align="center"><b>Business Development and Go to Market' Strategies ' for Entrepreneurs</b></p> <p>1. <b>Name of the Expert:</b> Sanjay Gopinath</p> <p>2. <b>Designation:</b> Head</p> <p>3. <b>Organization:</b> Mathworks</p>	<p><b>6:00 PM– 7:30 PM</b></p> <p align="center"><b>Session 7</b></p> <p align="center"><b>Topic:</b></p> <p align="center"><b>Road Map for Social Entrepreneurs</b></p> <p>1. <b>Name of the Expert:</b> Prof. (Dr.) Piyush Kumar Sinha</p> <p>2. <b>Designation:</b> <i>Director</i></p> <p>3. <b>Organization:</b> <i>CRI Advisory and Research</i></p>	<p><b>6:00 PM – 7:30 PM</b></p> <p align="center"><b>Session 9</b></p> <p align="center"><b>Topic :</b></p> <p align="center"><b>Research Commercialization Road map</b></p> <p>1. <b>Name of the Expert:</b> Nirmal Panikar</p> <p>2. <b>Designation:</b> AVP &amp; Head - Investments</p> <p>3. <b>Organization:</b> IIT Madras</p>	<p><b>2:00PM – 3:30PM</b></p> <p align="center"><b>Session 11</b></p> <p align="center"><b>Topic :</b></p> <p align="center"><b>Financial management for Social Entrepreneurs and legal formalities</b></p> <p>1. <b>Name of the Expert:</b> Prof. (Dr.) Shantha Kumari</p> <p>2. <b>Designation:</b> <i>Professor</i></p> <p>3. <b>Organization:</b> VIT- AP university</p>

<p><b>8:00 PM– 9:30 PM</b></p> <p><b>Session 2</b></p> <p><b>Topic :</b></p> <p><b>Social Entrepreneurship, Theory of Change, Plan of Sustainability</b></p> <p><b>1.Name of the Expert:</b> Jamshi J</p> <p><b>2.Designation:</b> Assistant Professor</p> <p><b>3.Organization:</b> Sacred Heart College</p>	<p><b>7:30 PM – 9:00 PM</b></p> <p><b>Session 4</b></p> <p><b>Topic :</b></p> <p><b>How to conduct Market Survey: Tools, Techniques and Guidelines / Conducting Market Survey and online Data collection for the identified business opportunities</b></p> <p><b>1. Name of the Expert :</b> Raghunandan C</p> <p><b>2. Designation:</b> Assistant Professor</p> <p><b>3. Organization:</b> Sacred Heart College</p>	<p><b>7:30 PM– 9:00 PM</b></p> <p><b>Session 6</b></p> <p><b>Topic :</b></p> <p><b>Investment Opportunities for startups &amp; Schemes of Assistance for MSMEs: Financial Agencies /institution</b></p> <p><b>1. Name of the Expert:</b> Fasil M</p> <p><b>2. Designation:</b> Lead Investment</p> <p><b>3. Organization:</b> Kerala Startup Mission</p>	<p><b>7:30PM – 9:00 PM</b></p> <p><b>Session 8</b></p> <p><b>Topic :</b></p> <p><b>Importance of technology and Knowledge based entrepreneurship with GenAI tools</b></p> <p><b>1. Name of the Expert:</b> Dr. Sooraj</p> <p><b>2. Designation:</b> Co founde &amp; CTO</p> <p><b>3. Organization:</b> NeuBiom Labs</p>	<p><b>7:30 PM– 9:00 PM</b></p> <p><b>Session 10</b></p> <p><b>Topic :</b></p> <p><b>AI tools for Entrepreneurs</b></p> <p><b>1. Name of the Expert:</b> Mr.Mirza Rahim Baig</p> <p><b>2. Designation:</b> Team Lead – Product Analyst</p> <p><b>3. Organization:</b> Zalando, Germany</p>	<p><b>3:30PM – 5:00PM</b></p> <p><b>Session 12</b></p> <p><b>Topic :</b></p> <p><b>Human Resource Management</b></p> <p><b>1. Name of the Expert:</b> Mrs.Kavya K.S</p> <p><b>2. Designation:</b> HR manager</p> <p><b>3. Organization:</b> Sally Beauty , Canada</p> <p><b>5:00PM – 7:30PM</b></p> <p><b>Session 13</b></p> <p><b>Topic :</b></p> <p><b>Human Resource Management and Social Entrepreneur</b></p> <p><b>1. Name of the Expert:</b> Dr. Jisna N</p> <p><b>2. Designation:</b> Assistant Professor &amp;HoD Department</p>
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of Management  
Studies

3. **Organization:**  
Sacred Heart  
College

**6:30 PM to 7:30  
PM**

**Online test &  
Feedback**

**7:30 PM to 8:00  
PM**

**Valedictory  
Session**