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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA
KAKINADA-533003, Andhra Pradesh (India)
(Established by Andhra Pradesh Act No. 30 of 2008)

Date: 01.05.2025

Dr. V. Ravindranath

M.Sc. (IITKGP), Ph.D (IITD)

REGISTRAR (i/c)

To

The Principals of Constituent & Affiliated Colleges
JNTUK, Kakinada

Sub: Conduct of FDP's on **"Entrepreneurship and Product Development"** leading to offering Open Elective in R-23 course structure – deputation of 2 (or) 3 Faculty for FDP Programs – Reg.

All the Principals of Constituent Colleges, Affiliated Autonomous Colleges and other Affiliated Colleges shall note that JNTUK, Kakinada has signed on Letter of Intent (LoI) with Wadhwani Foundation, a global not-for-profit organization. Wadhwani Foundation is aimed at to foster entrepreneurship, innovation and skill development and impacting millions of lives across Asia. Its programs also include Entrepreneurship Development, Skill Training and Government Initiatives leading to sustainable, long-term economic growth to the prosperity of communities.

In order to achieve these targets by students fraternity, University is planning to offer an Open Elective, titled **"Entrepreneurship and Product Development"**, preferably at 3rdB. Tech, if possible even in 2nd B.Tech. For strengthening the Faculty to reach out this task, and also as a part of understanding between the two organizations, JNTUK Kakinada is planning to organize one-week Faculty Development Program (FDP) to enrich the knowledge among the Faculty of Constituent and Affiliated Colleges duly covering the following topics: -

1. Opportunity Discovery and Design Thinking
2. Introducing to Customers and Solution
3. Value Proposition Design
4. Business Model
5. Prototyping
6. Entrepreneurial Finance
7. Sales & Marketing
8. Inevitability & Pitching

This course is designed for UG and PG Students across all the Constituent & Affiliated Institutions.

Wadhwani Foundation will conduct Faculty Development Program (FDP) in identified 3 (or) 4 places across the entire jurisdiction of JNTUK, Kakinada. These FDP's are conducted purely for the benefit of Faculty and thereby the Student community and hence, no registration/course fee levied from the participants.

Hence, as per the directions, all the Principals are informed to depute 2 (or) 3 Faculty for the said FDP's, which are scheduled during May/June, 2025. Venue and dates will be informed due course upon completion of number of faculty willing to participate.

The list of participants, college wise shall be submitted to Director-Academic Planning through google form on or before 03-05-2025.

google form link:

<https://docs.google.com/forms/d/1EA1skbAH1-E93Fjm4rqiRTfi0ObZGjsaP7yeLXcU6Z4/>

Cc Secretary to Hon'ble Vice Chancellor, JNTUK
Director, Academics and Planning, JNTUK

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REGISTRAR i/c

Digitally signed by
Vandangi Ravindranath
Date: 01-05-2025
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