



POORNIMA

INSTITUTE OF ENGINEERING & TECHNOLOGY

NEN Faculty Development Course "Building Technology Ventures"

KRYPTON E-CELL PIET are writing to you regarding the arrangements for the **NEN Faculty Development Course "Building Technology Ventures"** to be held from **October 3rd - 5th, 2013 (Thursday to Saturday)**. This is a three day course exclusively designed to help Engineering & Technology Faculty to unravel the entrepreneurial process for technology ventures. The course aims to help faculty integrate entrepreneurship with engineering education on campus.

Objectives: The course aims to help participants understand how to:

- Integrate entrepreneurship with engineering education
- Successfully commercialize innovations
- Build business models that will turn prototypes into products
- Write business plans and raise funds for technology based ventures
- Capture value from knowledge by protecting Intellectual Property Rights

Faculty KRYPTON E-Cell Mentors:

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KRYPTON E-Cell E-Leaders:

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Vishakha Singal

Sunil Rajora

Sunil Saini



Murali Loganathan, Target India

Murali is a practitioner and facilitator of systematic innovation methods. He brings with him 13 years of IT services, knowledge management, and innovation experience across various industries. He built his foundational expertise in innovation while at Mindtree by applying various systematic innovation methods for specific opportunities and taking forward ideas to business. He currently leads technology innovation at Target India HQ. His passion for innovation education is evident from his community efforts at trizindia.org. trizindia.org a large global community of systematic innovation practitioners. Murali is an alumnus of IIT Madras, where he continues his association teaching systematic innovation methods as part of the Social Innovation and Entrepreneurship course offered.



Prof. Raj Shankar, Ichiban Business Consultants

With business advisory and consulting experience of over a decade, Raj has worked in India and abroad with firms across IT, retail, pharmaceutical, financial, mining and manufacturing industries. He is the co-founder of Ichiban Business Consultants Pvt. Ltd, an entrepreneurial firm with the passion to enable the Indian Small & Medium Enterprises (SME) to negotiate challenges of start, sustain and scale phases. He also works closely with academic institutions to mentor their students, provide assistance to their incubatees and early stage start-ups.



Kruthika Muralinath, NEN

Kruthika is a biomedical engineer who has worked both in industry and academia. Prior to joining NEN, she has worked in diverse roles such as New Product Research Analyst and Assistant Professor. She has been associated with organizations like Rajalakshmi Engineering College and Larsen & Toubro and has taught and worked closely with budding engineers. At NEN, she is part of the Education team and works on faculty development, curriculum development, content creation and training students in entrepreneurship. Kruthika has an M.S. from Polytechnic Institute of NYU, USA.