



MALAVIYA MISSION TEACHER TRAINING CENTRE

Pt. Ravishankar Shukla University, Raipur,
Chhattisgarh 492010

Innovation, Startup, and Industry-Academia Linkage



Link for online application: Malaviya Mission
Centre (MMC) portal, <https://mmc.ugc.ac.in/>

Online Short Term Course

Organized by UGC MMTC in association
with IIC PRSU Raipur Chhattisgarh

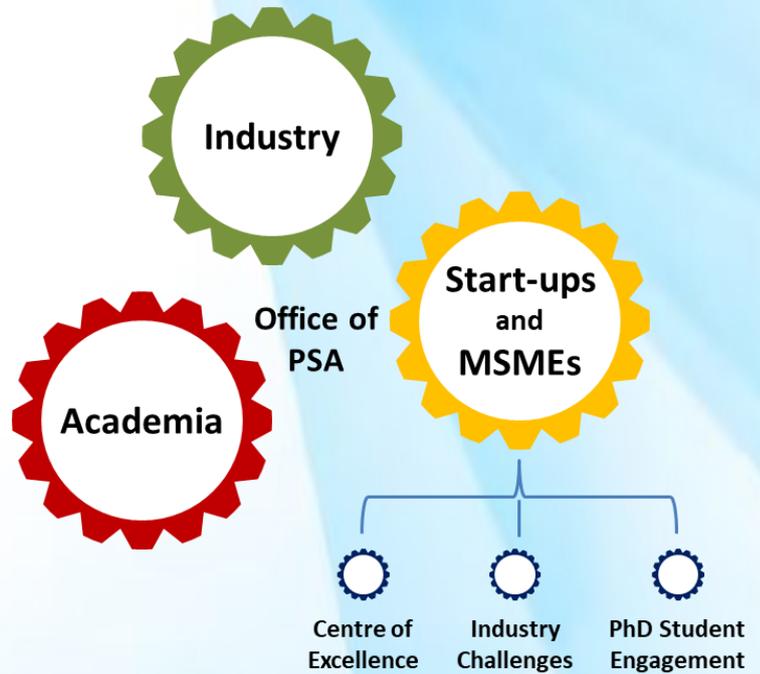
February 10 –15, 2025

Eligibility

Teachers (Permanent / Temporary /Ad-hoc /
Guest / Contractual) of HEIs of all disciplines

Topic to be Covered

- ◆ Introducing types of innovation—product and process—and explores their role in shaping industries and society, with practical tools like design thinking and ideation techniques
- ◆ The startup module covers foundational aspects of launching and growing a venture, including market analysis, business model development, and the lean startup methodology. Real-world case studies provide insights into effective funding and scaling strategies.
- ◆ The course concludes by highlighting the importance of industry-academia partnerships, focusing on models of collaboration, technology transfer, and the role of incubation centers.



Objective

- ◆ Gain insights into different types of innovation and their role in driving social and economic progress.
- ◆ Develop the ability to apply design thinking, ideation, and strategic innovation management techniques.
- ◆ Understand key startup principles, including market analysis, business model creation, funding, and scaling strategies.
- ◆ Explore real-world case studies that illustrate successful innovation and startup journeys.
- ◆ Learn effective models for industry-academia partnerships, focusing on knowledge transfer, research commercialization, and the role of incubation centers.

—: CONTACT :—

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