NAAC ACCREDITED UNIVERSITY A

PRESIDENCY UNIVERSITY
GAIN MORE KNOWLEDGE REACH GREATER HEIGHTS

PRESIDENCY GROUP 50 YEARS OF ACADEMIC EXCELLENCE

8 DECENT WORK AND ECONOMIC GROWTH

SUSTAINABLE DEVELOPMENT GOALS

AI-Driven Entrepreneurship and Innovation – Faculty Development Program (FDP)

SUSTAINABLE DEVELOPMENT GOALS

PRESIDENCY UNIVERSITY

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

EVENT REPORT

AI-Driven Entrepreneurship and Innovation – Faculty Development Program (FDP)

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1. About Event

The Institutional Social Responsibility (ISR) Cell and the School of Commerce, Presidency University, in association with AWAKE (Association of Women Entrepreneurs of Karnataka), successfully organized a 5-Day Faculty Development Program (FDP) on ***"AI-Driven Entrepreneurship and Innovation"*** *from* ***29 May 2026 to 03 June 2026*** *at* ***Seminar Hall 4, Presidency University****. The program was conducted to equip faculty members with emerging knowledge, practical exposure, and industry insights on the application of Artificial Intelligence (AI) in entrepreneurship, innovation, startup development, and sustainable business practices.*

The FDP served as a platform for faculty members to understand the transformative role of AI in fostering innovation, enhancing entrepreneurial thinking, and creating sustainable business solutions. Through expert-led sessions, practical demonstrations, and discussions on emerging technologies, participants explored AI-enabled tools and strategies that can be integrated into teaching, research, startup mentoring, and innovation-driven academic initiatives.

The program also reflected Presidency University's commitment to fostering innovation ecosystems within higher education and strengthening industry-academia collaboration for future-ready learning environments.

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2. Event Details

- **Title:** AI-Driven Entrepreneurship and Innovation – Faculty Development Program (FDP)
- **Dates:** 29 May 2026, 30 May 2026, 01 June 2026, 02 June 2026, and 03 June 2026
- **Time:** 10:30 AM – 12:00 PM
- **Venue:** Seminar Hall 4, Presidency University

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- **Organized By:** Institutional Social Responsibility (ISR) Cell and School of Commerce, Presidency University
- **In Association With:** Association of Women Entrepreneurs of Karnataka (AWAKE)
- **Convenors:** Ms. Vanitha R., Dr. D. Vijayasree, Dr. Meenakshi Y.
- **Coordinators:** Mr. Sumaanth M – ISR Cell
- **Resource Persons:**
  Mr. Chethan Mane – Business Intelligence Analyst & AI Generalist, AWAKE
  Mr. Suhruth Ujjni – Founder, Startup Tumakuru; NITI Aayog Mentor and Incubation Strategist.

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3. Objectives

The Faculty Development Program was designed with the following objectives:

- To **develop AI awareness and an entrepreneurial mindset among faculty members.**
- To **explore AI-enabled tools in innovation and entrepreneurship.**
- To **promote innovation ecosystems in higher education institutions.**
- To **enhance interdisciplinary knowledge and collaborative learning.**
- To **strengthen industry-academia collaboration and experiential learning practices.**

To guide faculty members in becoming effective startup mentors for students.

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4. Program Proceedings

The five-day Faculty Development Program featured expert sessions covering various dimensions of AI-driven entrepreneurship, innovation, startup development, branding, market validation, social innovation, and funding ecosystems.

Day 1:

The session titled *"From Faculty to Innovator: Building an AI-Powered Entrepreneurial Mindset"* was delivered by Mr. Chethan Mane. The session focused on developing entrepreneurial thinking among educators and highlighted the role of AI in transforming academic innovation and startup culture.

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Day 2:

Participants explored *"Smart Startup Planning with AI: Market Research, Validation & Business Opportunities."* The session demonstrated how AI can support market analysis, idea validation, and business opportunity identification, enabling data-driven entrepreneurial decision-making.

Day 3:

Mr. Suhruth Ujjni conducted a session on *"AI-Powered Branding, Content Creation & Business Model Innovation."* The discussion highlighted how AI technologies can enhance branding strategies, content development, and business model design for startups and enterprises.

Day 4:

The session *"Design Thinking with AI for Social Innovation & SDG Entrepreneurship"* emphasized the integration of AI with design thinking methodologies to address societal challenges and develop sustainable entrepreneurial solutions aligned with the Sustainable Development Goals (SDGs).

Day 5:

The concluding session, *"Future of AI Entrepreneurship: Startup Ecosystem, Funding & Emerging Opportunities,"* provided participants with insights into startup incubation, funding mechanisms, entrepreneurial ecosystems, and emerging opportunities in the AI landscape.

Throughout the FDP, participants were introduced to several AI tools and platforms, including ChatGPT, Canva AI, Gamma AI, Google Trends, Microsoft Copilot, Miro AI, Figma, Claude, Fireflies, Framer, and Lovable. These tools were demonstrated for applications in idea generation, branding, market analysis, content creation, design thinking, productivity enhancement, and innovation management.

The interactive nature of the sessions encouraged active participation, discussions, and practical understanding of how AI can be leveraged for entrepreneurial and academic excellence.

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5. Outcomes & Impact

The Faculty Development Program significantly enhanced participants' understanding of AI-enabled entrepreneurship and innovation.

Key outcomes included:

- **Improved awareness of AI-driven entrepreneurship and innovation practices.**
- Development of **startup-oriented and innovation-focused thinking among faculty members.**
- Enhanced **understanding of AI-powered branding, content creation, and design thinking methodologies.**
- Exposure to **startup ecosystems, incubation frameworks, and funding opportunities.**
- Increased **ability to integrate AI tools into teaching, research, and innovation activities.**
- Strengthened **capacity of faculty members to mentor student entrepreneurs and startup founders.**
- Promotion of **interdisciplinary learning and industry-relevant academic practices.**

The program empowered faculty members to adopt emerging technologies in their professional practice while fostering a culture of innovation and entrepreneurship within the academic ecosystem.

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6. SDG Alignment

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The Faculty Development Program aligned with the following United Nations Sustainable Development Goals (SDGs):

- **SDG 8 – Decent Work and Economic Growth:** Promoting entrepreneurship and innovation-driven economic opportunities.
- **SDG 9 – Industry, Innovation and Infrastructure:** Encouraging technological innovation and startup ecosystem development.
- **SDG 11 – Sustainable Cities and Communities:** Supporting innovative solutions for sustainable societal development.
- **SDG 12 – Responsible Consumption and Production:** Encouraging sustainable and responsible entrepreneurial practices.
- **SDG 17 – Partnerships for the Goals:** Strengthening collaboration between academia and industry through partnership with AWAKE.

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7. Conclusion

The Faculty Development Program on **"AI-Driven Entrepreneurship and Innovation"** was successfully conducted with enthusiastic participation from faculty members, researchers, and innovation coordinators. The program provided a valuable opportunity for participants to explore the growing intersection of Artificial Intelligence, entrepreneurship, and innovation through expert-led sessions and practical demonstrations.

By introducing participants to emerging AI tools, startup development strategies, design thinking approaches, and entrepreneurial ecosystems, the FDP strengthened the capacity of educators to contribute effectively to innovation-driven learning environments. The program also reinforced Presidency University's commitment to fostering entrepreneurial excellence, industry collaboration, technological advancement, and sustainable development through continuous faculty empowerment.

The FDP concluded with positive feedback from participants and successfully achieved its objective of preparing faculty members to become innovation leaders and startup mentors in the evolving AI-driven landscape.

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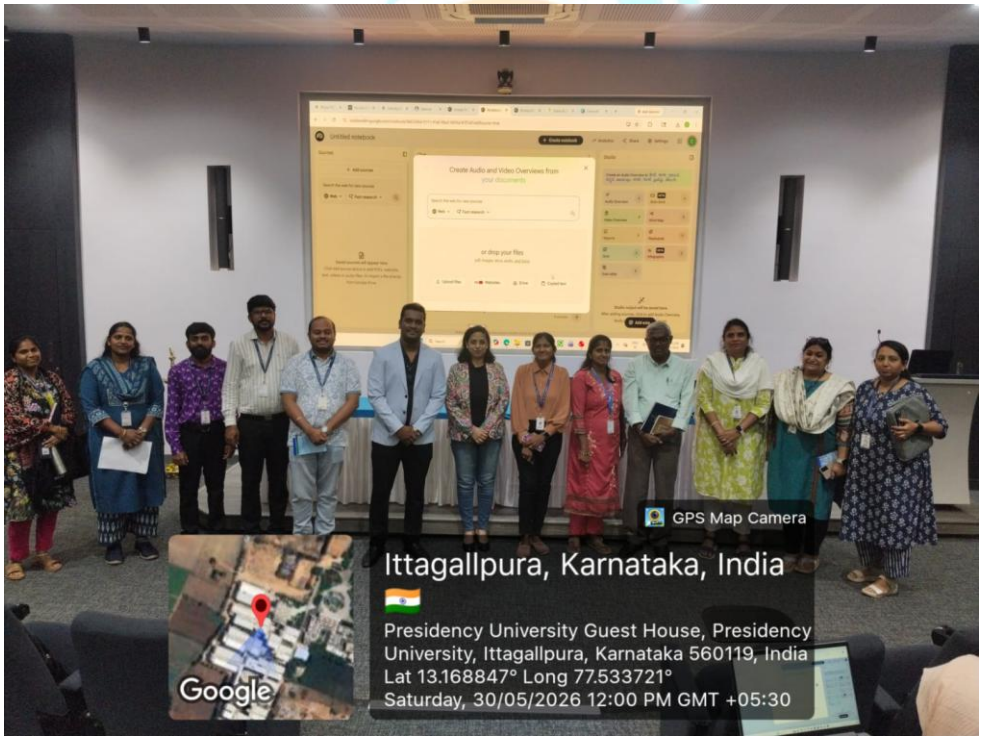
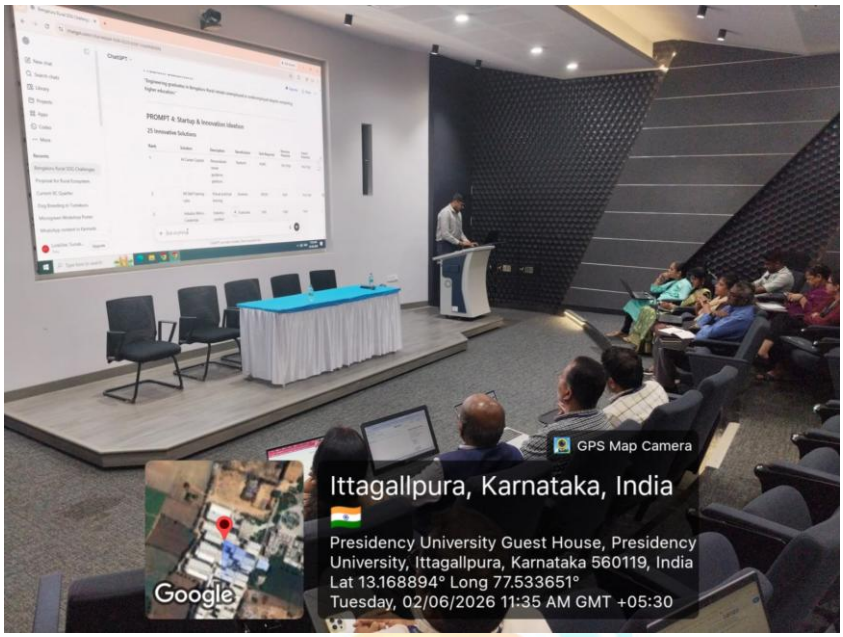
Poster

PRESIDENCY UNIVERSITY
NAAC A
PRAGYA
FIVE-DAY
FACULTY DEVELOPMENT PROGRAM (FDP)
AI-DRIVEN ENTREPRENEURSHIP AND INNOVATION
AI
MR. CHETHAN MANE
Business intelligence analyst & AI generalist, AWAKE
MR. SUHRUTH UJJNI
Founder Startup Tumakuru
NITI Aayog Mentor, Incubation Strategist
May 29th, 30th,
June 01st, 02nd, 03rd-2026
10:30 AM to 12:00 PM
Seminar Hall-4
Organised by
ISR Cell & School Of Commerce
in Association with AWAKE

Event Picture:





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Attendees List:

S.No	Name of the Faculty
1	Niveditha AS
2	Rahul Yadav
3	Jyothi V Kulkarni
4	Ms Sowmya C S
5	Dr. Amit Saha
6	Dr P Pal Pandian
7	Dr. Jyoti Parameswaran
8	Devi alias bhavani S
9	Dr. Suman Paul
10	Azeem Dana
11	Syed Abid Hussain
12	Dr. Mohammed Salim Baitullah Khan
13	Dr S Sathish
14	Aarfa Khan
15	Dr. Divyarani M S
16	Dr.Nagaraja S R
17	Dr. K. Rafeeq Ahmed
18	Dr. Edwin T S
19	Hamid Hassan
20	Bidisha Borah
21	Dr.Shaply Abdul Kareem
22	Dr. Abhijit Bijanu
23	Dr. Liju Elias
24	B G Harish
25	Dr. Linda Barbara Foote
26	Dr. Abhishek Kumar
27	Bidisha Borah
28	Dr Manaswini R
29	Dr.M.Manikandan
30	Umme Jahanara
31	Dr.Amrith Nachappa N

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32	D. Annette christinal
33	Dr . Amrith Nachappa N
34	Dr Ziliya K P
35	Dr. Mehbooba Sultana
36	Anurag Yadav
37	Rajshri Chalakh
38	Dr.Geetha C J
39	Jesse Rezin Grand
40	Dr. Suhashini A
41	Dr. E. Dhanasekar
42	Mr. Monu
43	Dr K Thoufeeq Ahmed
44	Anouja Mohanty
45	Mr. Chandrashekhar C
46	Dr. Prachi Beriwala
47	Dr. Alen Joshy
48	Dr. AKHIL MENON
49	Sreejani MV
50	Dr. PREETI KHATRI
51	Dr Anilloy Frank
52	Dr Saba Inamdar
53	Dr. Sandeep G M
54	Dr. Joan Kingsly P S
55	Dr. Hemanth Kumar
56	Dr. Madhusudan B Joshi
57	Prof. Neelakanteshwara Swamy B
58	Prof. Bakta Sabari Rajan
59	Mrs. Veena M
60	Afshan Butt
61	Dr. Shalu shukla
62	Mr. Venkata Girish
63	Dr. Jayanthi
64	Dr. Arvinda T
65	Mr. Suresh C
66	Dr. Sindhu G

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67	Dr. Veena C.S
68	Dr. Amolina Doley
69	Dr. Niladri Shekar
70	Dr. Gagana V
71	Dr. Darshana Suresh
72	Dr. Samiya Mubeen
73	Dr. Mohammed Nabeel
74	Dr. Mohammed Krupalini
75	Dr. Ameen Omar Shareef
76	Dr. Nandita Malini Barua
77	Dr. Saji George
78	Dr. Upendra Rao
79	Dr. Sathyanarayana Garadasu
80	Dr. Nithyashree R
81	Dr. Geethanjali Diwani
82	Dr. Liya Teressa
83	Dr. Yusaf Haron
84	Dr. Mohsin Showkath
85	Dr. Shabeena
86	Dr. Krishna kunt Bhole
87	Mr. Melwinsamuel R
88	Mr. D. Aditya

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