

Objectives and Course Content of Short Term Courses

Operational Plan No.	ICT-51
Name of the Course	Green Entrepreneurship
Objectives of Course	- to create awareness among participants about Green Entrepreneurship and allied aspects
Course Content	Need and Importance of Green Entrepreneurship; Opportunity Identification in context of Green Entrepreneurship; Green Sourcing; Green Marketing & Branding; Green Transportation; Enviropreneurship – Significance and Potential; Green Technologies – The Entrepreneurial Opportunities; Green Information Technology – Significance and Entrepreneurial Opportunities; Carbon Credits and Carbon Trading – An Ecopreneurial Opportunity; e-Waste – Concept & Management and Handling Rules; Task – Presentation by Participants on Green Initiatives undertaken by their Institutions.
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