ITU-TRCSL Training on
ICTs for promoting Innovation & Entrepreneurship
12-15 September, 2017
Colombo, Sri Lanka

Objectives

ICTs play an important role in socio-economic development of a country through job creation and entrepreneurship. ICT based business can be a powerful tool for economic growth. Keeping this importance in mind, TRCSL, Sri Lanka and ITU jointly initiated training courses on "ICTS for promoting Innovation and Entrepreneurship" in Colombo and provincial areas of Sri Lanka.

The main objectives of the training course are to:

- Increase practical entrepreneurial skills among students that will allow them to pursue their entrepreneurial aspirations and to start and grow their businesses;
- Train the trainers who will introduce the course on provincial level; and
- Analyse Case studies on different countries of Asia-Pacific region, so that international best practices can be considered.

Target Audience

The training is aimed to build capacity under "Train the trainers" initiative who will conduct similar training courses in provincial areas of Sri Lanka. The target audiences are as follows:

- 50 students and trainers in Colombo
- 200 students in four provinces

Medium of Instruction

The training course in Colombo will be carried out in English.

The trainings in provinces would be used in English and local language or combination.

Agenda

12th Sep, 2017– Day 1		
08:30 – 09:00	Registration	
09:00 – 09:30	**Opening Ceremony** • Opening remarks: Mr. Ioane Koroivuki, Regional Director, ITU Regional Office Asia- Pacific • Welcome Remarks: Director General, TRCSL	
09:30 – 10:30	Keynote Address ICT for Innovation and Entrepreneurship	Mr. Sameer Sharma, Senior Advisor, ITU
10:30 - 11:00	Morning Break	
11:00 –12:30	A New ICT Education Framework • Case Study: Technology Entrepreneurship Training in Sydney, Australia • Modern course design • Teaching methodologies • Practical outcomes • Attracting new students	Mr Peter Argent
12:30 – 13:30	Lunch Break	
13:30 – 15:00	Teaching Future Technology • Demystifying future tech for students • Access to Open Source • Solving important problems • Case studies of communities using future tech to solve challenges	Mr. Peter Argent
15:00 – 15:30	Afternoon Break	
15:30 – 17:00	How to earn money online by freelancing • Different platforms available for freelancing • Technical, Business and Communication skills required for Freelancing • Different payment methods available for remote work	Mr. Shahryar Khan
13th Sep,2017 – Day 2		
09:00 – 10:30	Creating a new business / service on a budget • Difference between traditional and ICT based businesses • ICT business Examples • Find partners, investors and mentors • Programs available for incubation of small businesses in Sri Lanka • Promotion and marketing	Mr. Shahryar Khan
10:30 - 11:00	Morning Break	

11:00 –12:30	ICT improves efficiency and innovation of Enterprise	Mr. Hu Zhongming , Huawei
12:30 – 13:30	Lunch Break	
13:30 – 15:00	Education, Skills and Career Development • Online learning programs • Skills and certifications relevant in today's IT job market	Ms. Achia Khaleda Nila
15:00 – 15:30	Afternoon Break	
15:30 – 17:00	Creating Supportive Communities for Networking and Collaboration	Mr. Peter Argent

14th Sep, 2017– Day 3		
09:00 – 1030	ICT enabled/based applications for business • Android and iOS applications / games • Challenges and opportunities for startups • Technical skills required to develop apps	Mr. Shahryar Khan
10:30 - 11:00	Morning Break	
11:00 –12:30	Lean startup methodology • Build, Measure and Learn • How to develop minimum viable product (MVP) • Pivots and Perseverance • Idea Validation through customer feedback • Lean Model Canvas	Mr. Shahryar Khan
12:30 - 13:30	Lunch Break	
13:30 –15:00	Security, Risk and Privacy, ethics in ICT Businesses	Mr. Sameer Sharma Mr. Shahryar Khan
15:30 – 16:00	Afternoon Break	
16:00 – 17:30	IT product development Process • New product development is the complete process of bringing a new product to the market till its consumption • Feedback from the end user of the business chain through the systematic procedure & parameter.	Ms. Achia Khaleda Nila

15th Sep, 2017– Day 4		
09:00 – 1030	Leveraging Open Source & Free/cheap online services	Mr Peter Argent
10:30 - 11:00	Morning Break	
11:00 –12:30	Social Impact of increasing ICT access • Bhutan case study • Transformational power of broadband and ICT based applications	Mr. Shahryar Khan
12:30 - 13:30	Lunch Break	
13:30 –15:00	Empowering SMEs through E-Commerce • Facebook Commerce • Bangladeshi Case study	Ms. Achia Khaleda Nila
15:30 – 16:00	Afternoon Break	
16:00 – 17:30	Closing Ceremony ▪ Mr. Sameer Sharma, Senior Advisor, ITU ▪ Director General, TRCSL	

Resource Persons:

Mr. Sameer Sharma, Senior Advisor ITU

Mr. Shahryar Muhammad Khan, ITU Expert

Ms. Achia Khaleda Nila, ITU Expert

Mr. Peter Argent, ITU Expert