



<http://www.anveshanfoundation.org>

IGDTUW-Anveshan Foundation

IGDTUW Campus

Kashmere Gate, Delhi-110006

Four Weeks Online Programme - 2022

On

'ENTREPRENEURSHIP MANAGEMENT'

17th January 2022 to 11th February 2022 | 40 Hours

1. Introduction:

IGDTUW Anveshan Foundation is incorporated as a Section 8 company under the Company's Act 2013, MCA, GoI. It is promoted by 'Indira Gandhi Delhi Technical University for Women (IGDTUW)' and recognized by the department of science and technology as Technical Business Incubator (TBI).

Prime objective of IGDTUW Anveshan Foundation is to motivate, capture and nurture budding entrepreneurs at early stage towards their successful entrepreneurial journey. Through Entrepreneurial Mindset, Culture and Spawning, Anveshan is committed towards maximum possible benefits to the society.

2. Objectives of Internship:

- To foster creativity, innovation and business incubation especially among women and youth.
- To provide knowledge pertaining to all the businesses aspects like marketing, human resource, supply chain, production, finance, investment etc.
- To make participants understand the 'Indian Entrepreneurial Ecosystem' and explaining them the keys for business success.
- To prepare candidates towards Corporate Entrepreneurship (intrapreneurship) for better initial success in the Corporate World.

3. Eligibility:

- Start-up Promoters/ Founders/ Ecosystem Stakeholder/ Aspiring Entrepreneur/ Faculty/ Students

4. Course Fee:

- INR 2000/- (to be paid by online ECS mode)
- Copy/ Picture of online receipt is to be attached along with Application Form

5. Programme Scheme

Programme has forty online pragmatic sessions (of one hour each) on various topics of Entrepreneurship Management and will be conducted on Zoom. Complete programme will be conducted from 17th January 2022 to 11th February 2022.

6. Major Contents of the online sessions

| Session Number | Contents | Session (1 hour each) Total 40 hours |
|-----------------------|---|---|
| Session 1, 2 | Cognitive to Entrepreneurial Thinking, Mindset, Creativity and Innovation | 2 |
| Session 3, 4 | Entrepreneur & Entrepreneurship | 2 |
| Session 5, 6 | Entrepreneurial Ecosystem | 2 |
| Session 7, 8 | Problem to Opportunity Recognition | 2 |
| Session 9, 10 | Product Development and Validation | 2 |
| Session 11, 12 | Company Incorporation and Start-up registration | 2 |
| Session 13, 14 | IPR for Start-ups | 2 |
| Session 15, 16 | Go-to-market strategies for Start-ups | 2 |
| Session 17, 18 | Marketing Management | 2 |
| Session 19, 20 | People Management | 2 |
| Session 21, 22 | Digital support for Start-ups | 2 |
| Session 23, 24 | Project Reports for loan purpose | 2 |
| Session 25, 26 | Finance for Start-ups | 2 |
| Session 27, 28 | Bank loan and procedure | 2 |
| Session 29, 30 | Pitch Deck Format | 2 |
| Session 31, 32 | AIF for Start-ups | 2 |
| Session 33, 34 | Term Sheet and Closing Procedure | 2 |
| Session 35, 36 | Government Schemes for Start-ups | 2 |
| Session 37, 38 | Incubation Centres in India | 2 |
| Session 39, 40 | Aspiring and Motivational Cases | 2 |

7. Important Dates

| | | |
|--------------------------|---|--------------------------------|
| Last date to apply | : | January 15, 2022 |
| Inauguration | : | January 17, 2022 |
| Program Duration | : | January 17 – February 11, 2022 |
| Examination | : | February 26, 2022 |
| Certificate Distribution | : | March 04, 2022 |

8. Bank's details for fee payment

| S.N. | Particulars | Details |
|------|-----------------------------------|--|
| 1 | Name & Address of the Beneficiary | IGDTUW Anveshan Foundation |
| 2 | Account Number of the Beneficiary | 09001000021199 |
| 3 | Name & Address of the Bank Branch | Punjab & Sind Bank GGSSIP University, Kashmere Gate Delhi - 110006 |
| 4 | Fee (Amount to be transferred) | Rs. 2000/- |
| 5 | IFSC Code | PSIB0001098 |

9. Registration for the participants

Registration Link: <https://bit.ly/3fUd4FA>



(SCAN QR TO REGISTER)

Any queries could be emailed at anveshan@igdtuw.ac.in