## **Indian Institute of Management Indore**

**Programme Name: Promoting Women Entrepreneurship and Startup**

**Duration of the programme: 5 days residential programme**

**Date: March 02-06, 2020**

**Rationale:**

In view of the limited opportunities, which can be offered through wage employment inunder developed and developing countries, self-employment/entrepreneurship is being increasingly recognized as a highly viable and effective way to minimize the growing problem of women unemployment as well as under employment.

In order to encourage self-employment/entrepreneurship/ startup as carrier option for women, Entrepreneurship Awareness Camps (EAC) and Entrepreneurship Development Programmes (EDP’s) and Startup camps need to be organized at Institute level. Such programmes needs to be carefully planned and conducted by competent persons who have requisite capabilities not only to deliver content but also to motivate/counsel students. These faculty members are known as Entrepreneurship/ Startup Trainer motivators.

The present programme has been planned specifically for the teachers who will be working as Entrepreneurship/ Startup Trainer motivator in their respective institutions. The main focus of the course is towards development of abilities, which are required by EDP trainers to effectively conduct such programmes. Some of these are selecting potential entrepreneur, conducting creativity sessions, achievement motivation training, preparation of business plan etc. The participants will be exposed to the training methodology to deliver the inputs to achieve the objectives of EDP’s and Startup programs. It is hoped that after undergoing the various experiences, assignments, input-cum-discussion session, games and case studies, the participants will be able to design and conduct variety of entrepreneurship development and startup programmes.

**Objectives:**

The participants will be able to:

* Comprehend the conceptual framework of women entrepreneurship and startup.
* Discuss essential characteristics/traits of women entrepreneurs.
* Enumerate the roles and responsibilities of women entrepreneurship and startup trainer motivators.
* Implement the concept of creativity in enterprises and startups.
* Comprehend procedure for selecting potential women entrepreneurs.
* Communicate effectively.
* Develop skills in conducting entrepreneurial motivation exercises.
* 8 Understand the procedure for starting a small scale enterprise and startup.
* Explain need and importance of marketing management.
* Prepare business plan for identified opportunity.

**Content:**

1. **Women Empowerment through Enterprise Development**

* Women, poverty, gender and development
* Gender sensitization in support organizations
* Need for economic empowerment through enterprise creation
* Entrepreneurial Competencies for Women Empowerment
* Characteristics of Women Entrepreneurs
* Determination of Entrepreneurial Potential among women
* Motivational Techniques/Strategy for success among women
* Group Entrepreneurship

1. **Small Business Creation**

* Types of business and self-employment opportunities
* Environmental scanning; sensing business opportunities
* Opportunity evaluation
* Basic start-up problems
* Process of setting up and building enterprise
* Role of Government, Non-Government Organization – Policies and programmes

1. **Enterprise Management**

* Production – options to outsource
* Marketing – low cost marketing
* Finance – sources of funding
* Competitiveness

**Major Outcomes Expected**

Participants will be able to

* Perform as trainer for Women entrepreneurship & Startup programs.
* Develop a plan for Women entrepreneurship & Startup program.

**Instructional Strategy**

* Input-cum-discussion
* Tutorials
* Experiential learning (Class Assignment & Learning by doing)
* Practice Task (Individual and Group)
* Case Studies
* Visits
* Panel Discussions

**Certification**

IIM Indore will provide ‘Certificate of Participation’ to participants on successful completion of the programme.

**Accommodation**

Participants would be provided accommodation on single occupancy basis, in furnished air-conditioned rooms. Accommodation is on single occupancy basis from noon of day before the ﬁrst day to noon of the day after the last day of the programme.

**Enquiry**

Management Development Programmes (MDP) Office

Indian Institute of Management Indore

Prabandh Shikhar, Rau-Pithampur Road

Indore 453556, Madhya Pradesh, INDIA

Email: mdp@iimidr.ac.in

Tel.: +91-731-2439750, 2439752, 2439753, 2439754

Fax: +91-731-2439751, 2439800