

Department of Technical & Vocational Education & Research
NITTTR Shamla Hills, Bhopal Madhya Pradesh (FOR THE YEAR 2023-24)

ITEC Course Details

1.	Area of Study	SMES AND ENTREPRENEURSHIP
2.	Course Type	ITEC CONTACT MODE
3.	Scheme Name	ITEC
4.	Course Name	Women Entrepreneurship and Start-ups: Empowerment through Innovation
5.	Start Date & End Date	11.09.2023 to 22.09.2023
6.	Duration (in weeks)	Two weeks
7.	Do you want to offer multiple instance of course with same duration	NO
8.	Course Competency	Plan and Organise entrepreneurship and start-up development programs for and empower them through innovation.
9.	Course Content File	Course Content in format 2 as a separate file is attached
10.	Faculty Resume in word format	Faculty resume in format 3 as a separate file is attached
11.	Existing/ Proposed Maximum Seats	30
12.	Mode of evaluation of the performance of the participants	Evaluation through quizzes, tasks, simulation games

ELIGIBILITY CRITERIA FOR PARTICIPANTS

1.	Educational Qualifications (Knowledge of English is compulsory)	Minimum Diploma/Degree holders
2.	Work Experience required, if any	Preferably 2 years or more
3.	Minimum Age	21 years
4.	Maximum Age	50 years
5.	Target Group	Policymakers, administrators, officers, academicians, consultants, trainers & other professionals engaged in women entrepreneurship and start-ups.

NATIONAL INSTITUTE OF TECHNICAL TEACHERS' TRAINING & RESEARCH, BHOPAL

“Department of Technical Vocational Education and Research”

1. **Course Name: Women Entrepreneurship and Start-ups: Empowerment through Innovation**
2. **Duration: Two weeks**
3. **Justification for offering the course:**

Women are very important for imitating social changes in any country. They are sensitive, sincere, and straightforward in their approach and believe more in cooperation rather than competition. The empowerment of women through start-ups has proved to be a turnaround in many economies. In many countries, they have been deprived of education and opportunities to start their own venture. This programme with an emphasis on Empowerment through Innovation will demonstrate concrete examples of Indian success stories of women start-ups, highlight Indian policy and Governmental setup for women entrepreneurship and start-ups, provide industry connections for opening mutually beneficial commercial or policy level engagements and train the trainers to select and nurture women for their start-ups. It is hoped that after undergoing the various experiences, assignments, input-cum-discussion sessions, games, and case studies, the participants will be able to suggest suitable policies, develop case studies, ecosystem and provide industry connect to open mutually beneficial commercial or policy level engagements and conduct startup programmes which will empower women in society.

4. **Rationale:**

In order to encourage start-ups as carrier options for women, Start-up Awareness Camps and Start-up Promotion Programmes/camps need to be organized at Ministry/Department/Institute level. Such programmes need to be carefully planned and conducted by competent persons who have the requisite capabilities not only to deliver content but also to motivate/counsel students. The present programme has been planned

specifically for the policymakers, administrators, officers, academicians, consultants, trainers & other professionals engaged in women entrepreneurship and start-ups who will be developing policies and working as Startup/Entrepreneurship Trainer-motivator in their respective institutions or communities. The main focus of the course is towards the development of policy framework and abilities, which are required by trainers to formulate conducive policies, develop the congenial ecosystem, and connect industry and government for effective conduction of such programmes. Some of these are selecting potential start-up cofounders, 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 Startup programmes.

Participants of the ITEC program will be acquainted with stages to establish a start-up like Ideating (Design Thinking), Concepting (Teaming, Bootstrapping), Committing (Minimum Viable Plan), and Validating (Business Model Canvas, Product-Market Fit, IPR), Scaling, and Establishing. The success of an enterprise depends upon the competencies of an entrepreneur, systematic planning in the establishment of an enterprise, creativity, and innovation in business processes, achievement motivation, consumer-oriented marketing strategies, interfacing social media for business promotion, emotional intelligence, goal setting, and business communications. The importance of these topics along with strategies to use them will be developed in the program participants. Concepts will be shared by actual case studies for a holistic picture. A project simulation will help participants to understand the nitty-gritties of the entrepreneurship and start-up programs.

5. Course Competency:

Plan and Organise entrepreneurship and start-up development programs for women and empower through Innovation.

6. Course Outcomes:

- Policy for 'women entrepreneurship and start-ups' for participant's home country.
- 'Women entrepreneurship and start-ups' training program plan with faculty resources from NITTTTR Bhopal.

- Trainers for Women Start-up programmes along with action plans for starting women entrepreneurship and start-ups.
- Industry connect for mutually beneficial commercial or policy level engagement.

7. **Instructional Strategy:**

1. Input-cum-discussion
2. Experiential learning (Class Assignment & Learning by doing)
3. Practice Task (Individual and Group)
4. Case Studies
5. Panel Discussions

8. **Assessment Scheme:**



Assessment of participants will be done on weekly basis based on the portfolio prepared by them constituting of class activities, quizzes, tasks, and simulation games.

9. **Coordinator and course faculty**

- a) Dr Nishith Dubey, Professor and Head, DT&VE&R, NITTTR, Bhopal
(Coordinator)
Email- ndubey@nitttrbpl.ac.in, Mobile- 09229241793

- b) Prof Anjana Tiwari, Assistant Professor, DT&VE&R, NITTTR, Bhopal
Email- atiwari@nitttrbpl.ac.in, Mobile- 09131032813

Title of ITEC/ Women Entrepreneurship and Start-ups: Empowerment through Innovation

FACULTY PHOTOGRAPH	AREA OF EXPERTISE
 <p>Dr. Dubey, Nishith Professor & Head, DTVER Email: ndubey@nitttrbpl.ac.in Phone No. 0755-2661600 Mobile No. 9229241793 E-mail address ndubey@nitttrbpl.ac.</p>	<p>Areas of Expertise Entrepreneurship Development, Intrapreneurship, Corporate Entrepreneurship, Organisational Behaviour. Production Operations Management, Managerial Skills Training, Industry Institute Partnership, Education Technology</p> <p>Brief Profile Dr. Nishith Dubey is Professor & Head DTVE&R, at National Institute of Technical Teacher's Training Institute and Research, Bhopal. He is Ph.D. in Management, M.E. in Industrial Engineering and Management, and M.B.A in Marketing Management. He has 36 years of academic and corporate exposure. He also has F.D.P. to his credit from world-famous E.D.I.I. His area of interest includes Entrepreneurship, Intrapreneurship, Operations Management, Strategic Management, Service Marketing, and Education Technology. He has at his credit 30 papers at the National and International levels. He has attended and chaired a number of international and national conferences. He has coordinated and conducted many National Seminars, Conferences, Faculty Development Programs, Executive Development Programs, Workshops, Entrepreneurship Development Programs, and Management Development Programs. He was President and National Council Member, Indian Society for Training and Development, and Chairman of Indian Society for Technical Education, Indore Chapter.</p>
 <p>Dr. (Mrs.) Tiwari, Anjana Assistant Professor</p>	<p>Key Areas</p> <p>Communication skills Personality Development English Language English Literature</p>

NATIONAL INSTITUTE OF TECHNICAL TEACHERS' TRAINING & RESEARCH, BHOPAL
“Department of Technical & Vocational Education & Research”
Course Name: Women Entrepreneurship and Start-ups:Empowerment through Innovation

Sessions/ Days	Session I 10am to 11am IST	Session II 11.30 to 12.30 IST	Session III 12.45 to 1.45 IST	Session IV 2.45 to 5.30 IST
11.09.2023	Inauguration: Program objectives, and Expectational Analysis	Business Innovation, Entrepreneurship, & Startup	Procedure for starting a small- scale enterprise	Task-Watch the video, Complete the task.
12.09.2023	Profile of Women Entrepreneur	Creative thinking for entrepreneurs	Case study of successful women entrepreneur	Task Analyses of case study
13.09.2023	Ideating (Design Thinking), Concepting (Teaming, Bootstrapping)	Committing (Minimum Viable Plan)	Goal-setting	Task Study e- content, Complete the task.
14.09.2023	Business Model Canvas, Product- Market Fit, IPR, Scaling	Business plan	Analytical Tools and Frameworks Reconstructing Market Boundaries	Task Study e-content Prepare a Business Plan.
15.09.2023	Start-up Policy & Eco System	Business communication	Marketing Management Market survey	Task Study e- content

Sessions/ Days	Session I 10 am to 11am IST	Session II 11.30 to 12.30 IST	Session III 12.45 to 1.45 IST	Session IV 2.45 to 5.30 IST
18.09.2023	Entrepreneurial Motivation	Focus on the Big Picture. Reach Beyond Existing Demand	Intellectual Property Right	Task Study e-content, Complete the exercises.
19.09.2023	Outreach through Social Media	Interaction with successful women entrepreneur	Strategic Sequence Execution & Alignment	Task Study e-content, Prepare the given task.
20.09.2023	Emotional Intelligence for Business Excellence	Business plan presentation	Business plan presentation	Task Study e-content, complete exercises.
21.09.2023	Plenary session Presentation by participants	Planning of EDP	Role of support Institutions	Task Complete the task.
22.09.2023	Role of Trainer Motivator	Plenary session Presentation by participants	Action Plan	Feedback Program Valedictory

**Ministry of External Affairs
DPA II Division**

ITEC COURSE PROPOSAL SUMMARY

(duly filled form to be scanned and sent as scanned pdf by email)

1. Administrative details

Course Title	Women Entrepreneurship and Start-ups: Empowerment through Innovation			
Stream	SMES AND ENTREPRENEURSHIP			
ITEC Coordinator/ Course Director	Dr. Nishith Dubey, Professor & Head			
Course Duration:	from 11.09.2023 to 22.09.2023 ; Two weeks			
No. of days of training	days =	10	learning hrs 60	
Accommodation	Hostel	Distance from Campus	within campus	
	Saran Guest House; (3-star equivalent)			
Airport (nearest)	Location:	Raja Bhoj International Airport Bhopal	Distance from campus/ accommodation	12 kms
Batch Size	Minimum participation =	20	Maximum participation =	30
Study tour	Type of visit	Places to visit (with location)		No. of days
	Educational	B-Nest Incubation Center		1
	Cultural/ Heritage	Statue of Unity, Kevadia, Gujarat		2

2. Financial proposal

S. No.	Fee component	Unit	Per participant cost	Total Cost for all participants
1	Course Fee	per week per participant	8000/WK	480000
2	Study tour charges	per participant	7000	210000
3	Other charges (for Project, etc.)	per participant	Nil	
4	Accommodation charges (inclusive of taxes) – Hostel	per day/night per participant	750	315000
5	Airport pick-up and drop charges (inclusive of taxes) – for both ways	per participant	500	30000
6	Living allowance	per day per participant	1500	630000
7	Book allowance	per participant	5000	150000
8	Valedictory/ inaugural allowance	per participant	300	9000
Course Duration (in weeks)		Two	Total estimated expenditure	1824000
Participants (maximum)		Thirty		

Rate of Living Allowance if fixed under guidelines (@ Rs. 1,500/- per day for upto12 week long course and @ Rs. 1,200/- per day for courses of longer duration). Ceiling on Book Allowance and Valedictory/ inaugural allowance is also fixed @ Rs. 5,000/- per participant and @ Rs. 300/- per participant respectively.

'Lump-sum' fees for online component if any, along with number of learning hours	-
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3. Training Schedule: A simple thematic/ day-wise schedule (topics covered) may be attached. - Attached

Submitted by:
(sign and stamp of appropriate authority of the Institution)