

**Ministry of Skill Development and Entrepreneurship  
Government of India  
New Delhi**

**Request for Proposal  
Empanelment of Project Institutes :  
Udyamita**



**राष्ट्रीय उद्यमिता एवं लघु व्यवसाय विकास संस्थान (निसबड)  
The National Institute for Entrepreneurship and Small Business Development (NIESBUD)  
Ministry of Skill Development and Entrepreneurship, Govt. of India  
A - 23, Sector - 62, (Institutional Area), NOIDA - 201 309 (U.P.)  
Website : [www.niesbud.nic.in](http://www.niesbud.nic.in) An ISO 9001:2008 Certified Institution**

## **Roll-Out Schedule of Entrepreneurship Education/Programmes**

- Floating RFP for PIs 16/08/2016
- Orientation and Invitation Sessions in different Regions 29/08/2016 to 03/09/2016
- Uploading of Clarifications 08/09/2016
- Last date of Receipt of Applications (1700 Hrs.) 26/09/2016
- Displaying List of Proposals Received 28/09/2016
- Finalization /Selection of PIs 22/10/2016
- Putting up List of the selected PIs 26/10/2016
- Signing up PIs 31/10/2016
- Identification / Selection of Faculty Facilitators 10/11/2016
- Schedule of Faculty Facilitators' Training 15/11/2016
- Roll out of Faculty Training 21/11/2016 to 23/12/2016
- Entrepreneurship Education/Programme Starts 01/01/2017\*

*\* In case of Institutions following Semester System and from the new Academic Session/  
Batch in case of the others.*

# CONTENTS

<b>Section</b>	<b>Particulars</b>	<b>Page No.</b>
	<i>Roll-Out Schedule of Entrepreneurship Education/Programmes</i>	<i>ii</i>
	<i>Disclaimer</i>	<i>iv</i>
	<i>Request for Proposal (RFP)</i>	<i>v</i>
	<i>The Roll-out Plan of Udyamita</i>	<i>vi</i>
I	The Background	01
	<i>Governing Mechanism of Project Relevant to Project Institutes</i>	02
II	The Project : Udyamita	03
III	The Implementation Mechanism : Network of E-Hubs	11
IV	The Project Institutes and Selection Criteria	13
V	The Entrepreneurship Education and Programmes	17
VI	The Students, Mentors and Facilitators	29
VII	The Funding Support, Reviewing and Audit Requirements	33
VIII	The Application and Selection Procedure	37
IX	The Miscellaneous	39

## LIST OF ANNEXURES

I	Udyamita from Eyes of the Stakeholders	43
II	Region and State-wise Number of Nodal E-Hubs	45
III	Other Salient Conditions for Institutes of Higher Learning	47
IV	List of ITI Trades having better Potential for Entrepreneurship	49
V	Agreement with the Project Institutes	53
VI	Operational Guidelines for Institutes of Higher Learning/Students	57
VII	Overall Courses and their Nomenclature : Institutes of Higher Learning	61
VIII	Overall View of the Course Schedules : Institutes of Higher Learning	63
IX	Details of Students' Certification Programme : Institutes of Higher Learning	65
X	Proforma of Application	75

## **DISCLAIMER**

All informations contained in the RFP, to be subsequently provided / clarified are in good faith. This is not an agreement and is not an offer or invitation to enter into an agreement of any kind with any party.

NIESBUD reserves the right to cancel the RFP and / or invite afresh with or without amendments to the RFP, without liability or any obligation for such RFPs and without assigning any reason.

# REQUEST FOR PROPOSAL



## Request for Proposal for Empanelment of Project Institutes Under Udyamita

**NIESBUD**, on behalf of the Ministry of Skill Development and Entrepreneurship, Government of India, invites proposals for empanelment of Project Institutes under Udyamita, a centrally sponsored Project for creating an enabling eco-system for entrepreneurship development through entrepreneurship education and training; advocacy and easy access to entrepreneurship support network and promoting social entrepreneurship.

The relevant details can be accessed at [www.msde.gov.in](http://www.msde.gov.in) & [niesbud.nic.in](http://niesbud.nic.in)

The eligible Institutes of Higher Learning (*Colleges, Universities etc.*), Schools (10+2), Industrial Training Institutes (ITIs) and Entrepreneurship Development Centres (EDCs): NSDC training partners; NIESBUD partner institutions; EDII regional centres and EDCs of State Governments may apply in the prescribed Proforma along with copies of prescribed documents latest by **26.09.2016**.

**Director General**

## THE ROLL-OUT PLAN OF UDYAMITA

	YEAR 1 (2016-17)	YEAR 2 (2017-18)	YEAR 3 (2018-19)	YEAR 4 (2019-20)	YEAR 5 (2020-21)
<b>No. of Colleges/ Schools/EDCs/ITIs Covered</b>	←				→
	300/50/10/150	300/50/10/150	300/50/10/150	300/50/10/150	300/50/10/150
	x	←			→
		750/100/20/150	750/100/20/150	750/100/20/150	750/100/20/150
	x	x	←		→
			800/100/20/100	800/100/20/100	800/100/20/100
	x	x	x	←	→
				350/50/—/100	350/50/—/100
<b>Total No. of Colleges (Govt.+Private)</b>	300 (123+177)	1050 (307+443)	1850 (327+473)	2200 (143+207)	2200
<b>Total No. of Schools (Govt.+Private)</b>	50 (17+33)	150 (33+67)	250 (33+67)	300 (17+33)	300
<b>Total No. of EDCs</b>	10	30	50	50	50
<b>Total No. of ITIs* (Govt.+Private)</b>	150 (60+90)	300 (60+90)	400 (40+60)	500 (40+60)	500
	← Mentoring and Incubation →				

↓  
**Mid-term Review  
after 3 years**

\* The Government ITIs (200) for empanelment under the Project are being separately identified in light of pre-determined criteria in association with the O/o the Directorate General of Training (DGT). The RFP is, therefore, only for Private ITIs.

## SECTION - I

# THE BACKGROUND

### 1.0 INTRODUCTION

1.1 The National Institute for Entrepreneurship and Small Business Development (NIESBUD) is inviting proposals from eligible institutions for empanelment as **Project Institutes** for imparting Entrepreneurial Education/Training to their respective students under Udyamita, a centrally sponsored Project being implemented by the Ministry of Skill Development and Entrepreneurship, Government of India.

### 2.0 DETAILS ON WEBSITE

2.1 The relevant details can be accessed at [www.msde.gov.in](http://www.msde.gov.in) & [www.niesbud.nic.in](http://www.niesbud.nic.in)

### 3.0 LAST DATE OF RECEIPT OF APPLICATIONS

3.1 The eligible Colleges, Universities, Schools (10+2), Industrial Training Institutes and Entrepreneurship Development Centres : NSDC training partners; NIESBUD partner institutions; EDII regional centres and EDCs of State Governments, may apply along with copies of the prescribed/ acceptable documents evidencing the eligibility criteria latest by **26.09.2016 (1700 Hrs.)**

### 4.0 BASIS OF EMPANELMENT

4.1 The Project Institutes will be empanelled after following an appropriate selection procedure.

### 5.0 NUMBER OF EMPANELLED PROJECT INSTITUTES

5.1 NIESBUD/National E-Hub will empanel 50% more Project Institutes than required in each State during 2016-17 to provide for last minute withdrawals etc.

5.2 However, NIESBUD/National E-Hub reserves the right to use the Panel so finalised for roll- out during subsequent years of the Project as well.

## **GOVERNING MECHANISM OF PROJECT RELEVANT TO PROJECT INSTITUTES**

- **Project Steering Committee (PSC)** headed by the Secretary, Ministry of SDE, will oversee the operational delivery of the Project.
- **Project Implementation Unit (PIU)** will be managed through a Project Implementation Committee (PIC) and will be responsible inter-alia for :
  - ❑ Release of Funds under the Project
  - ❑ Submit the Progress Report (*Physical and Financial*) to PSC biannually.
- **Monitoring and Evaluation Unit (MEU)** appointed by the Project Steering Committee through a tender bidding process, the selected Organisation/Consultancy Firm shall form the Monitoring and Evaluation Unit under the Project for monitoring and evaluating its progress.
- **Financial Management Unit (FMU)** also appointed by the Project Steering Committee through a tender bidding process, the selected Organisation/Consultancy Firm forming Financial Management Unit shall be responsible for facilitating and monitoring flow of Funds to the National E-Hub; Regional E-Hubs, Nodal E-Hubs and Project Institutes.
- **Joint Working Groups (JWGs)** headed by the Secretary, Industry of the concerned State will be formed in each of the States where the Project is being implemented. The Groups having inter-alia the Heads of the Project Institutes located in the State as Members, will be responsible for planning and reviewing activities of the Project in the State.



## SECTION - II

# THE PROJECT : UDYAMITA

## 1.0 INTRODUCTION

- 1.1 The Ministry of Skill Development and Entrepreneurship has launched on all-India basis, a centrally sponsored Project on Entrepreneurship Education called 'Udyamita' for a period of 5 years (2016-17 to 2020-21). The Project aims at creating an enabling eco-system for entrepreneurship promotion among youth through entrepreneurship education and training, advocacy and easy access to entrepreneurship support network and promotion of social entrepreneurship.
- 1.2 The Project is being implemented with technical collaboration and support from Wadhvani Operating Foundation, a California based Not for Profit Organisation. The total estimated outlay under the Project is Rs. 499.94 crore over a period of 5 years.
- 1.3 The Project is being implemented through a Network of Entrepreneurship Resource and Co-ordination Hubs throughout the country : National E-Hub; 05 Regional Hubs; 50 Nodal Hubs besides those at the Project Institutes. The five Regional Hubs are being set-up at Noida, Guwahati, Hyderabad, Ahmedabad and Kolkata.

## 2.0 OBJECTIVES

- 2.1 The specific objectives of the Project and likely deliverables under each of them are as under :

- ◆ **Objective 1 : Educate and equip potential and early stage entrepreneurs**
  - Develop and deliver entrepreneurship education to all citizens free of charge through Massive Open On-line Courses (MOOCs) and other on-line programmes accessible through a Learning Management System (LMS).
  - Equip a total of 3,050 institutions to deliver world class entrepreneurship education programmes : 2,200 institutes of higher learning (colleges, universities and premier institutions); 300 schools (10+2); 500 Industrial Training Institutes (ITIs) and 50 Entrepreneurship Development Centres (EDCs).
  - Development of social entrepreneurship.

- Design and develop an assessment and certification mechanism.
  - Faculty Facilitator.
- ◆ **Objective 2 : *Connect entrepreneurs in enabling networks of peers, mentors, incubators, funding and business services***
- Create an “*on-line market place*” - a web based platform connecting entrepreneurs to each other for peer-to-peer networking and investors, financial institutions and business services such as legal, accounting, technology and HR services.
  - Set up a national mentor network for young entrepreneurs.
  - Establish a national network of incubators, accelerators and credit agencies.
  - Establish a national network of business service providers.
  - Leverage schemes/initiatives of Central Ministries and State/ UT Governments.
- ◆ **Objective 3 : *Support entrepreneurs through Entrepreneurship Hubs (E-Hubs)***
- Establish a National Entrepreneurship Resource and Coordination Hub to coordinate and support entrepreneurship development programmes.
  - Establish Regional E-Hubs (05), Nodal E-Hubs (50) and those at Institutes of Higher Learning, Schools (10+2), ITIs and Entrepreneurship Development Centres (3050) to coordinate and support entrepreneurship programmes at all levels.
  - Develop a cloud based Management Information System that tracks entrepreneurship training institutes (Project Institutes), faculty, students and outcomes to inform Government about entrepreneurship support efforts.
  - Factory on Wheels.
- ◆ **Objective 4 : *Catalyze a culture shift to support aspiring entrepreneurs***
- Create a culture of dynamic entrepreneurship through events, branding and marketing/media.

- Drive entrepreneurship research & advocacy.
- Social Entrepreneurship Awareness Programmes for SC/ST and minority beneficiaries.

2.2 It is with a view to achieve the likely deliverables under *Objective 1* that Proposals are being invited from the prospective Project Institutes under the Project which will be actively engaged in delivering Entrepreneurship Education Programmes to the Students.

### 3.0 PROJECT PARTNERS

3.1 Udyamita is being implemented in partnership with both public and private stakeholders. The major Partners under the Project are outlined below:-

#### 3.1.1 *Ministry of Skill Development and Entrepreneurship (MSDE) and Agencies*

##### (a) MSDE

- Programme facilitation and overall coordination
- Establish funding mechanism to cover 90% of the total project cost

##### (b) **The National Institute for Entrepreneurship and Small Business Development (NIESBUD), NOIDA**

- National E-Hub, Regional E-Hub for North India and Project Implementation Unit (PIU) being housed in NIESBUD
- Director General of NIESBUD is the Chairperson of the Project Implementation Unit (PIU)
- Train the Trainers/Facilitators
- Certify the Facilitators and Students
- Provide access to its Partner Institutions
- Provide its incubation facilities on the “*on-line market place*”
- Contribute to the development of the Mentor Network

##### (c) **Indian Institute of Entrepreneurship (IIE), Guwahati**

- House the Regional E-hub for North East
- Train the Trainers/Facilitators
- Training & Incubation facilities

**(d) National Skill Development Corporation (NSDC)**

- Access to NSDC Training Partners for deploying Entrepreneurship Training
- Utilize Sector Skill Councils for industry connects and developing mentor networks

**(e) Directorate General of Training (DGT)**

- Provide access to 200 Government ITIs and facilitate selection of 300 Private ITIs.

**(f) Ministry of Human Resource Development: Department of Higher Education and Department of School Education & Literacy:**

- Facilitate introduction of Entrepreneurship Education in Institutes of Higher Learning (Colleges, Universities etc.) and Schools,
- Project Advocacy and awareness among educational institutions
- Advice with respect to empanelment of Project Institutes

**3.1.2 Other Government Agencies**

**(a) Department of Industrial Policy & Promotion (DIPP)**

- Project Advocacy and Awareness
- Convergence of Start Up India and other schemes for the beneficiaries of the Project

**(b) Ministry of Micro, Small and Medium Enterprises (MSME)**

- Regional Entrepreneurship Resource and Co-ordination Hub (E-Hub), South India, being located at National Institute for MSME (NI MSME), Hyderabad
- Convergence of different Incubation Schemes for the beneficiaries of the Project
- Project advocacy through its wide spread network of Field Institutions

**(c) Department of Science and Technology (DST)**

- Support the development of entrepreneurs by connecting the current incubation network to Regional Clusters

**(d) Department of Financial Services (DFS)**

- Students having undergone entrepreneurship education or training under Udyamita to be given priority in credit schemes such as MUDRA, Stand Up India etc.

**(e) State Governments**

- Representation on Project Steering Committee
- The National E-Hub to share details of the empanelled Project Institutes in the State under the Project.
- Assist in Monitoring of Project Institutes in the State(s)
- Co-ordinate and converge Entrepreneurship Development initiatives/ schemes at the State level

**3.1.3 Key Strategic Partners**

**(a) Wadhvani Operating Foundation, California**

- Contents, Platforms and Events
- Knowledge Partner for consultancy & advisory services regarding Project Management as and when required
- Induction of the personnel of all the three E-Hubs
- Project advocacy
- Contribute up to 10% of the total project cost, including in-kind contribution of IP (intellectual property such as content, processes, methodologies, best practices) developed by WF-NEN over the past 12 years

**(j) Entrepreneurship Development Institute of India (EDII), Ahmedabad**

- Design & development of Social Entrepreneurship content & curriculum for Master Trainers, aspiring entrepreneurs and all other stakeholders
- Project advocacy and Climate Building for Social Entrepreneurship
- Manage Web based Knowledge Repository for Social Entrepreneurship
- Faculty Development Programmes & Training of Trainers under Social Entrepreneurship
- Research Studies in Social Entrepreneurship
- Design and support execution of National Conventions, Challenges, Awards & Recognition for Social Entrepreneurship

- Social Entrepreneurship Awareness Programmes for SC/ST, Women & Minority Groups and Low Income States
- Provide access to its Regional Centres
- House the Regional E-hub for West Region

#### 3.1.4 Other Institutions

- Industry Associations
- Bilateral Agencies
- Convergence Partners : Factory on Wheels and short-term Entrepreneurship Competency Building Programmes for meritorious students

3.2 During the term of the Project, Udyamita will also reach out to other partners to explore synergies to enhance the success of the Project and improve its outcomes.

## 4.0 OUTCOMES OF THE PROJECT

### 4.1 Outcomes Envisaged under Entrepreneurship Education

4.1.1 The proposed entrepreneurship development programme is likely to create approx. 30,000 start-ups over five years. Consequently, these start-ups will result in creation of approx. 2,60,000 direct and indirect jobs.

4.1.2 A strong Pool of 10,000 Mentors and 8,950 Facilitators will also be in place over the period of the Project.

4.1.3 The year-wise empanelment of the Project Institutes and targets of Mentors and Facilitators are as follows :

	YEAR1	YEAR2	YEAR3	YEAR4	YEAR5	TOTAL
Colleges	300	750	800	350	x	<b>2200</b>
Schools	50	100	100	50	x	<b>300</b>
EDCs	10	20	20	x	x	<b>50</b>
ITIs	150	150	100	100	x	<b>500</b>
Mentors	x	x	x	x	x	10000
Facilitators	1020	2540	3040	2000	350	8950

*The different activities comprised in the Project from point-of-view of different Stakeholders have been incorporated in ANNEXURE-I*

## 4.2 Output/Outcome Envisaged under Social Entrepreneurship

S.No.	Activity	Nos.
1	Master Trainers' Training Programme - Number of Master Trainers Trained	100
2	Social Entrepreneurship Development Programmes - Number of Social Entrepreneurs trained	2000
3	Targeted Social Entrepreneurship Awareness Programmes for SC/ST, Women and Minority Groups & Low Income States	1500
4	Number of Institutes of Higher Learning (Units) reached for Social Entrepreneurship Courses through MOOCs	440
5	Number of Enterprises Incubated with Social Incubators along with Social Incubators Developed	790
6	Number of Investment Ready Social Enterprises	360
7	Mentor Development Workshops; Number of Mentors Trained	120

## 5.0 THE ROLL-OUT FOR 2016-17

5.1 A total of 510 Project Institutes are to be empanelled under the Project during 2016-17 for rolling out Entrepreneurship Education Programmes to their respective students w.e.f. 1-1-2017 or later.

5.2 The Category-wise bifurcation of the Project Institutes (2016-17) is as follows :

• Institutes of Higher Learning	300 (Govt. 123 ; Private 177)
• Schools (10+2)	50 (Govt. 17; Private 33)
• ITIs	150 (Govt. 60; Private 90)
• Entrepreneurship Development Centres	10
<b>Total</b>	<b>510</b>

5.3 Institutes of Higher Learning include Colleges, Universities and Premier Institutions like Indian Institutes of Technology (IITs); Indian Institutes of Management (IIMs); National Institutes of Fashion Technology (NIFTs); National Institutes of Technology (NITs); Indian Institutes of Hotel Management (IIHMs); National Institutes of Design (NIDs).

### 5.4 Coverage of States

5.4.1 The RFP is being floated on All-India basis. However, the State/Region-wise spread of Beneficiaries and/or Project Institutes will be finalised in light of all the relevant factors : Number of Youth; Availability of Project Institutes for imparting Entrepreneurship Education etc.

- 5.4.2 The number of empanelled Project Institutes in a particular Region/State will be restricted to the numbers finding place in the ultimate analysis as above for the current year (2016-17).
- 5.4.3 The details of the Network being put into place for implementation of the Project in the country are given in the following Section.



## SECTION - III

### **THE IMPLEMENTATION MECHANISM : NETWORK OF E-HUBS**

**1.0** The Project will be implemented through a Network of Entrepreneurship Resource and Coordination Hubs. The creation of following E-hubs has been stipulated :

**1.1 National Entrepreneurship Resource and Coordination (National E-hub)**

Housed in NIESBUD, NOIDA, U.P., the National E-Hub will be responsible for the following:–

1. Overall programme management of the Project
2. Deployment of MOOCs
3. Coordination of regional and state activities
4. Identification and Development of Regional E-Hubs, Nodal E-Hubs, E-Hubs including their teams
5. Deployment of Management Information System (web and mobile access) that includes Institute, faculty and Student registration, log in, content access, assessment and certification, mentoring and outcome measurement
6. Deployment of an online Marketplace to provide interaction and aggregated services for start-ups
7. Creation of a network of mentors, incubators, accelerators, credit agencies, and business service providers
8. Networking and coordination with industry partners
9. Leveraging schemes/ initiatives of Central Ministries and State Governments
10. Managing operations of Factory on Wheels
11. Research studies in Entrepreneurship Education
12. Facilitating holding of Events-National Entrepreneurship events like Conclave, E-Week, Start-up showcase and Expert Meets
13. Assisting networking for placements, internships and projects
14. Monitoring programme implementation and functioning of Regional E-hub, Nodal E-hub, and E-hubs
15. Project advocacy and publicity material
16. Mid-term and end-term Project evaluation

**1.2 Regional Entrepreneurship Resource and Coordination Hubs (Regional E-Hubs)**

1. Programme management of Udyamita at a regional level
2. Coordination with IHL, Schools, ITIs, EDCs, and SECs

3. Networking and coordinating with mentors, incubators, accelerators, credit agencies and business service providers, at the State Level
4. Providing feedback and inputs from the field to improve curriculum and pedagogy

A total of five Regional Hubs will be established under the Project at NOIDA, Guwahati, Ahmedabad, Kolkata and Hyderabad.

### **1.3 Nodal Entrepreneurship Resource and Coordination Hubs (Nodal E-Hubs)**

50 Nodal E-Hubs will be established across the country. Role of the Nodal E-Hubs is :-

1. Programme management of Udyamita at a nodal level
2. Coordination with Institutes of Higher Learning, Schools, ITIs and Entrepreneurship Development Centres
3. Coordination with SSCs and other industry groups

The details of State-wise Number of Nodal E-Hubs are in *ANNEXURE-II*.

However, during 2016-17, a total of 9 Nodal E-Hubs will be established with each of them being responsible for monitoring activities of about 55 Project Institutes under their respective jurisdiction.

### **1.4 Entrepreneurship Hubs (E-Hubs) in Institutes of Higher Learning and Schools (10+2)**

2200 E-Hubs in Institutes of Higher Learning and 300 E-Hubs in Schools will be established for delivery of the entrepreneurship education and training with the Institutions being selected for the purpose on basis of the pre-defined criteria. The primary responsibility of the E-Hubs is delivery of the programme elements.

### **1.5 Entrepreneurship Hubs (E-Hubs) in Entrepreneurship Development Centres (EDCs)**

50 EDCs will be established across the country at the premises of the NSDC training partners, NIESBUD partner institutions, EDII regional centres and State Governments' Entrepreneurship Development Centres, on the basis of the pre-defined criteria. EDCs are responsible for delivery of programme elements..

### **1.6 Entrepreneurship Hubs (E-Hubs) in Industrial Training Institutes (ITIs)**

500 ITIs will be identified across the country to establish E-Hubs for delivery of entrepreneurship education and training. The ITIs will be selected based on the pre-defined criteria.

### **1.7 Social Entrepreneurship Centres (SECs)**

An adequate number of Social Entrepreneurship Centres will also be established at different locations for delivery of Social Entrepreneurship Development Programmes (SEDPs) under the Project.

## **2.0** These Hubs will be, as far as possible, co-located with existing institutions in the entrepreneurship and skill development eco-system.

## SECTION - IV

# THE PROJECT INSTITUTES AND SELECTION CRITERIA

## 1.0 INSTITUTES OF HIGHER LEARNING

### 1.1 The Constituents

**1.1.1** Colleges, Universities and Premier Institutions like Indian Institutes of Technology (IITs); Indian Institutes of Management (IIMs); National Institutes of Fashion Technology (NIFTs); National Institutes of Technology (NITs); Indian Institutes of Hotel Management (IIHMs); National Institutes of Design (NIDs) and the like will fall under this Category.

### 1.2 The Selection Criteria

1.2.1 Each of the Institutions under the Category must :

- Allocate at least 2 Faculty/Facilitators in the first year and an additional Faculty /Facilitator from second year onwards.
- Have broadband connectivity of at least 100 MBPS.
- Possess necessary Audio/Visual equipment and computers.
- Enrol on an average minimum of 250 students under the Project every year during .the first four years.

1.2.2 Mere possession of the above does not guarantee empanelment or even consideration for the purpose.

An appropriate Selection Mechanism will be devised and applied uniformly in all the cases.

1.2.3 The competence to absorb/maintain different Services as enumerated under Clause 1.4 below will be an important point of consideration.

### 1.3 Other Conditions

1.3.1 The Other Salient Conditions as regards Institutes of Higher Learning have been incorporated in *ANNEXURE-III*.

### 1.4 Services

1.4.1 All the Institutes will be offered the following Services under the Project:-

- LMS + MOOCs
- Social Entrepreneurship
- Mentor Network Platform

- Smart-E & UpStar Challenges (*experiential programmes*)
- All Events and E3 Festival
- Advanced & Vertical MOOCs
- Fast Track MOOCs
- Internship Platform
- Investor Network Platform
- Hotline + Live Support
- E-Network, E-Market place Platforms
- Eligible to nominate Faculty for Fellowships

*Note : Smart E and UpStar Challenges are experiential learning for students*

## **1.5 Students' Time Commitment**

- 1.5.1 The proposed curriculum spans 2+1 year, i.e. 4 + 2 semesters of 6 months each. These 6 levels map to 6 Phases in the recommended journey for learning entrepreneurship, which are: Orientation, Discover, Practice, Start Up, Growth, and Expansion.
- 1.5.2 All 5 programmes from Basic to Expert - Each programme is of a total of 40 hours. Of these 40 hours, 20 hours is Theory; 16 Hours is Practical; and 4 Hours is lifeskills.
- 1.5.3 Each semester is recommended to be taught over 10 weeks, 2 sessions per week of 1 hour each. Also, 2 classes of 1 hour each for 2 additional weeks will be required for workplace skills. So, the total outlay will spread to 12 weeks.
- 1.5.4 The Institutes will have the flexibility to manage the programme as required, however, within the broader framework of 10 weeks.

## **2.0 SCHOOLS (10+2)**

- 2.1 The 300 Schools to be selected across the country under the Project will be adequately spread geographically to ensure maximum outreach.
- 2.2 The selection criteria for Schools is as follows:-
  - 2.2.1 *Infrastructure & Facilities* inter-alia including High speed internet connectivity, audio-video facilities, computers, printer and seminar halls/ well equipped classroom must be possessed by the applying Schools.
  - 2.2.2 *Location* : The Schools may be located in Tier I, Tier II or Tier III cities.
  - 2.2.3 *Performance* : Classification based on performance and capabilities including

academic, research and infrastructure.

2.2.4 *Existing Activities* : Existing entrepreneurship activities and courses.

2.2.5 *Facilitator* : Provide at least 1 Faculty teaching entrepreneurship.

2.2.6 *Students* : Each selected school will enrol a minimum of 150 students per year.

2.3 The programme will be an Optional/Elective Course and not mandatory.

#### **2.4 Students' Time Commitment**

2.4.1 Schools students are required to cover 2 semesters of 15 hours each. Each semester will be for 3 months. The students' time commitment will be 1 hour to 1.5 hour per week. This will include both theory and practicum.

2.4.2 Schools have the flexibility to manage the programme as required, however, within the broader framework of 3 months.

### **3.0 OTHER CONDITIONS : SCHOOLS**

3.1 The School must be following 10+2 pattern of the Central Board of Secondary Education or any other recognised Board.

3.2 The School must be running for the last at least three years.

3.3 The School must be recognised by the State Directorate of Education or equivalent body.

3.4 The Schools set-up and run by the Central Government Agencies, State Governments, Municipalities, Cantonment Boards etc. and those recognised Private Schools which **are receiving** recurring maintenance grants from Central/State/ Local Bodies will be categorised as Government Schools.

3.5 The Schools fulfilling the above criteria *mutatis mutandis* and **not receiving** recurring maintenance grants from Central/State/Local Bodies will be categorised as Private Schools.

### **4.0 INDUSTRIAL TRAINING INSTITUTES (ITIs)**

4.1 The applying ITI (*both Government and Private*) must be affiliated to National Council of Vocational Training (NCVT).

4.2 The ITIs must be in existence for the last at least 03 years.

4.3 *Infrastructure & Facilities* inter-alia including High speed internet connectivity, audio-video facilities, computers, printer and seminar halls/well equipped classroom/ conference room must be possessed by the applying ITI.

4.4 *Scope for the Trades* : There are certain Trades which have better potential for

entrepreneurship. The List of Trades having better potential for entrepreneurship is given in *ANNEXURE-IV*. The applying ITI should be running training in minimum two of the potential Trades with minimum 50 trainees in each of them.

4.5 *Facilitator* : At least 1 Faculty with potential to teach entrepreneurship should be available in the concerned ITI.

4.6 *Students* : Each selected ITI is expected to enrol a minimum of 100 students per year.

#### **4.7 Students' Time Commitment**

4.7.1 ITI students are required to cover 2 semesters of 15 hours and 60 hours respectively. The first semester will be for 3 months and students' time commitment will be 1 hour to 1.5 hour per week. The second semester will be taken over 6 months with students' commitment of 3 to 4 hours per week.

4.7.2 ITIs have the flexibility to manage the programme as required, however, within the broader framework of 3 months for semester I and 6 months for semester II.

### **5.0 ENTREPRENEURSHIP DEVELOPMENT CENTRES (EDCs)**

5.1 The NSDC training partners, NIESBUD partner institutions, EDII regional centres and State Governments' Entrepreneurship Development Centres will be eligible to apply under the Category and will be selected as Entrepreneurship Development Centres as per the following criteria.

5.2 The total of 50 EDCs will be selected across the country that will be adequately spread geographically to ensure maximum outreach :-

5.2.1 *Infrastructure & Facilities* inter-alia including high speed internet connectivity, audio-video facilities, computers, printer and seminar hall/well equipped classroom must be possessed by the concerned EDC.

5.2.2 *Location* : The EDC may be located in Tier I, Tier II or Tier III cities.

5.2.3 *Performance*-Classification based on performance and capabilities including qualified faculty, number of students being trained and infrastructure.

5.2.4 *Facilitator* : At least 1 Faculty with potential to teach entrepreneurship.

5.2.5 *Students* : Each selected EDC should enrol a minimum of 150 students per year.

5.3 The target group of beneficiaries of the Entrepreneurship Development Centres would comprise of the existing entrepreneurs and prospective entrepreneurs who are outside the traditional education system at the relevant time.

## **5.4 Students' Time Commitment**

5.4.1 EDCs offer two programmes. The first programme 'Start your own business' will be covered in 30 hours taken over 3 months. Students' time commitment will be 1 to 1.5 hours per week. EDCs have the flexibility to manage the programme as required, however, within the broader framework of 3 months for the first programme.

5.4.2 The second programme includes short need based modular courses.

## **6.0 AGREEMENT**

6.1 An Agreement with the selected Project Institute as per *ANNEXURE-V* will be executed at the time of Signing-up.

## **7.0 COMMENCEMENT OF ENTREPRENEURSHIP EDUCATION**

7.1 In case of the Project Institutes following Semester System, the Entrepreneurship Education Programme will be rolled out from the Semester beginning 1.1.2017 or earlier as the case may be.

7.2 In other cases, the Programme will be commenced from the next Academic Session/ Batch / Training Programme as the case may be.

## **8.0 STUDENTS**

8.1 In case of the Institutes of Higher Learning, only the students of the First or Second year (For U.G. Courses) and of the First year only (For P.G. Courses) will be enrolled. This will ensure that the entire batch of at least four Courses under the Project being completed before a student graduates.

8.2 In case of the Schools, the students of only 11th or 12th standard will be enrolled for the Course(s) under the Project.

8.3 As regards ITIs, the students may belong to any Semester. The students may be administered the Courses under the Project in such a manner that not only she/he completes the same before completing the basic Vocational Course but also gets sufficient time to further work upon her/his entrepreneurial ideas while still being at ITI.

8.4 In case of drop outs from an Institution and/or Entrepreneurship Courses under the Project for any reason whatsoever, the concerned Project Institute will make all endeavours to enroll fresh similarly placed student(s) under the Programme(s) as replacement of the drop-out(s). The concerned Project Institute will, however, ensure that this does not affect the quality of the Course(s).

8.5 Similarly, in case of an enrolled student being not promoted to the next session/ year/ class in the regular Course/Programme, she/he must be allowed to take the next eligible Entrepreneurship Programme under the Project, if otherwise found eligible.



## SECTION - V

### THE ENTREPRENEURSHIP EDUCATION AND PROGRAMMES

*While the Project Institutes are expected to organise the Course during normal business hours on working days, the same can also be delivered as per requirements during weekends, holidays etc.*

#### 1.0 ENTREPRENEURSHIP EDUCATION TO ALL THROUGH LEARNING MANAGEMENT SYSTEM (LMS)

- 1.1 In partnership with experts, the Project envisages development of a world class entrepreneurship education curriculum. The curriculum will build on and adapt the best entrepreneurship education content available globally. Besides, the existing content will be curated and adapted as far as possible. The inputs from industry and academia will be a valuable component of the Curriculum over a period of time. The existing Indian experience/ expertise in the domain of entrepreneurship education would be harnessed and blended with global expertise/experiences.
- 1.2 Leveraging on-line learning, entrepreneurship courses can be taken as and when needed by students and business people alike through Massive Open On-line Courses (MOOCs); this being an open platform and available free of charge to everyone.
- 1.3 Apart from on-line content, MOOCs will be integrated with in-class discussions and experiential learning (applications, mock businesses, internships etc.), all facilitated by the identified Faculty. Also, wherever required, content will be made interactive and engaging by delivering through games (*gamification*). Through a blend of on-line and experiential learning, potential entrepreneurs will go through hands-on, student centric courses that help them acquire skills they need to start an enterprise.
- 1.4 The curriculum will be delivered to all aspiring entrepreneurs in Project Institutes (*institutes of higher learning, schools, ITIs and EDCs*) at nominal charges.
- 1.5 The delivery of the Curriculum will be duly supported by ongoing on-line support and Frequently Asked Questions (FAQs). On-line support will include telephone support from 9.00 am to 5.00 pm, chat support from 9.00 am to 5.00 pm, access to on-line FAQs and e-mail support.
- 1.6 All these facilities will be housed at the National E-hub. The facility of on-line webinar-video interaction with experts will also be provided to the students. These webinars will also be saved and downloaded for class room teaching sessions and for future reference.
- 1.7 Use of on-line learning will allow data collection on programme implementation (*number of students, students' performance, areas requiring focus etc.*)



- 1.8 The contents provided on the MOOCs platform will be made available off-line as well to the Project Institutes (*institutes of higher learning*, schools, ITIs and EDCs) to ensure smooth functioning of classes and to deal with sporadic electricity and internet issues. Besides, Project Institutes will be encouraged to download and store all the contents during the initial stages of enrolment.

## **2.0 ENTREPRENEURSHIP EDUCATION IN INSTITUTES OF HIGHER LEARNING**

- 2.1 Entrepreneurship Education is intended to be introduced as a Supplementary Subject in all the Institutes of Higher Learning (2,200) being covered under the Project over five years across the country.
- 2.2 These Institutes will be provided with additional support and retraining of existing faculty to deliver entrepreneurship courses to the enrolled students from all tracks/courses.
- 2.3 The Institutes will be encouraged to award credits for Entrepreneurship Courses.
- 2.4 The Institutes of Higher Learning include Colleges, Universities and Premier Institutions like Indian Institutes of Technology (IITs); Indian Institutes of Management (IIMs); National Institutes of Fashion Technology (NIFTs); National Institutes of Technology (NITs); Indian Institutes of Hotel Management (IIHMs); National Institutes of Design (NIDs).
- 2.5 The Operational Guidelines for Institutes of Higher Learning/Students are at *ANNEXURE-V*.

### **2.6 Typical Course Offering/Pathway for a Student**

- 2.6.1 The proposed curriculum spans 2+1 year, i.e. 4 + 2 semesters of 6 months each. The 6 programmes are aligned to 6 levels designed to advance a student systematically from the initial stage of becoming aware of entrepreneurship to being able to start a venture and going on to expand the same. These 6 levels map to 6 Phases in the recommended journey for learning entrepreneurship, which are: Orientation, Discover, Practice, Start Up, Growth, and Expansion.
- 2.6.2 Each level has a set of programmes that include on-line video driven learning on the cloud combined with classroom facilitated courses and out of classroom E-Cell (*student entrepreneurship club*) experiences.
- 2.6.3 The first 4 semesters called as 'Orientation', 'Discover', 'Practice' and 'Start-up' take a student from the inspiration stage to systematically building the interest, knowledge, skills and provide practice and know-how to start a venture.

- 2.6.4 This completes the 2 year programme. It is mandatory that all students undergo the 2 year programme which not only exposes students to entrepreneurship but also builds the necessary skills and knowledge to become entrepreneurs and intrapreneurs.
- 2.6.5 The 5th and 6th semesters mapped as 'Growth' and 'Expansion' can be offered as specialized electives and taken up by those who have either already started ventures or who are about to start-up. These semesters cover the advanced knowledge of growing and expanding ventures.
- 2.6.6 An Overview of the Certificate Programmes and number of Facilitators (Overall View of the Course Schedules) over six Semesters, has been incorporated in *ANNEXURE-VII* and *VIII* respectively.
- 2.6.7 The *ANNEXURE-VII* gives the overall courses and their nomenclature.
- 2.6.8 The *ANNEXURE-VIII* contains the overall schedule of the courses with the number of hours, credits etc. Each course will have a judicious mix of theory and practical.
- 2.6.9 The Orientation Programme will be of 30 hours duration with 20 hours theory +10 hours practical. All the other courses from Basic to Expert will be of 40 hours duration with 20 hours theory + 16 hours of practical + 4 hours of Workplace Skills. The Expert Programme will have 20 hours of practical with no Workplace Skills.
- 2.6.10 The detailed description of each of the Courses has been incorporated in *ANNEXURE-IX*.

### **3.0 TYPICAL COURSE OFFERING/PATHWAY FOR A FACULTY FACILITATOR TRAINING COURSES**

#### **3.1 Orientation Programme for Faculty**

Faculty training for the 6 Certificate programmes will start with an Orientation Programme. It will be of 2 hours' duration and will introduce the entire curriculum and highlights of how it is to be delivered to the enrolled students. All faculty associated with delivering any programme under this Curriculum will be required to go through it.

#### **3.2. Faculty Modules for the Six Programmes**

Six specific associated Facilitator modules will be available for each student programme. For example, there will be one Facilitator module for the first programme, Orientation Programme in Entrepreneurship and another Facilitator module for the next programme, Basic Programme in Entrepreneurship. These will be 8 hours in duration each. So, for the 6 programmes, total duration of facilitator modules is 48 hours.

### 3.3. Faculty Development Programmes - Entrepreneurship Concepts

In addition to the above, two levels of Faculty Development Programmes are conducted at the respective Regional/Nodal Hubs covering the entrepreneurship concepts needed for a faculty to develop knowledge, skills for facilitating entrepreneurship on campus and provide exposure to the nuances of enterprise development. The programmes are classroom sessions of 2 days each and are:

1. Entrepreneurship Educator Program (EEP)
2. Advanced Entrepreneurship Educator Program

The EEP provides an orientation on entrepreneurship and establish the relevance of entrepreneurship to students, institutes and faculty. It covers three broad tracks as shown below. Basic Entrepreneurship concepts such as Ideation, Opportunity Validation, Business Plan and Model are covered. Experiential pedagogy, Facilitated Blended Learning, and Way of entrepreneurship development are also covered.



Concepts and frameworks are taught using experiential, participant-centric outbound exercises, videos, and cases. The Advanced Entrepreneur Educator course will offer in-depth knowledge and skills to faculty on key aspects crucial to start-ups – business models, sales, getting to market, raising money, building a team, managing cash and IP management. These courses involve application of core concepts and frameworks to solve issues along the early and growth stage of the venture. Advanced pedagogies with live entrepreneur cases, investors and experts, case studies on emerging economies, tools and videos are used in the classroom. Emphasis is on immediate application of learning in the classroom and practicing on campus.

- 3.4 The first Faculty Facilitator Training Programme (3 days full time Course) would cover the following :-
- a) The Common Orientation Programme for Faculty.
  - b) The Foundation Level Faculty Development Programme which covers the basic entrepreneurship concepts needed for a Faculty to develop knowledge,

skills for facilitating entrepreneurship on Campus and provide exposure to the nuances of enterprise development.

- c) Facilitator's Module for the Orientation Programme in Entrepreneurship (*1 Semester of the 6 Semester Students' Programme*)

This programme is taken by those Faculty who may or may not possess a basic understanding of entrepreneurship, but are motivated to impart entrepreneurship education. The participants of this Programme will go through facilitated sessions in the following areas : Entrepreneurship Concepts, Entrepreneurship Pedagogy & Design and the Programme Delivery.

#### **4.0 ENTREPRENEURSHIP EDUCATION IN SCHOOLS (10+2)**

4.1 Entrepreneurship education will also be delivered to 300 schools (10+2) that will be selected based on criteria mentioned in the previous Section. On-line entrepreneurship platform and class room training delivery mechanisms will be used to deliver training at selected schools. The option of participating in E-week, Smart e-challenge and Projects will also be given to the interested students.

4.2 The application, inspection and selection process remains the same for Schools as for Institutes of Higher Learning (*ANNEXURE-V*).

##### **4.3 *Other Salient Details of the Project as regards the selected Schools***

4.3.1 The concerned Nodal E-hub organizes an Induction Programme for the schools and selects one Facilitator recommended by the school on the basis of pre-defined criteria.

4.3.2 The Facilitator(s) attend minimum two webinars of 1-hour duration each. The Facilitators will also attend on-line and classroom training at Nodal E-hubs facilitated by the Nodal team and experts from industry and academia.

4.3.3 After completing the training, the Facilitator is certified by NIESBUD, NOIDA.

4.3.4 The Schools will be given a secure login (User-Id and Password) to access the LMS platform and their offerings. Through the secure login, Schools are also given limited access to the MIS to upload required information/ data of students, facilitators, etc.

4.3.5 The Orientation Programme for all the students is organized by the schools at the beginning of each academic year. The interested students enrol for the entrepreneurship education programme.

4.3.6 The Schools would endeavour to enrol at least 30% female students in a batch and also attempt to mobilise the maximum students for the purpose

from socially and economically weaker sections of society including differently abled ones.

- 4.3.7 Each student is given a secure login (User Id and Password) to access the LMS platform and the various course offerings.
- 4.3.8 It is recommended that the Schools offering Udyamita entrepreneurship curriculum charge a nominal fee of Rs. 300/- per Course from the students. This fee may be charged either at the time of enrolment or every month. However, the students from disadvantaged groups : PwDs may be charged Rs. 200/- and those from SC/ST/OBC/Minority Rs. 250/- per Course. These fees will be directly collected by the member Schools and preferably spent for effective and smooth functioning of the Courses.
- 4.3.9 Schools are required to maintain 50:1 student-facilitator ratio per class (3 batches per facilitator).
- 4.3.10 **Assessment** – Periodic on-line/ written assessments will be conducted for monitoring the progress of the students. At the end of each course/module, the students will be given a certificate of participation by The National Institute for Entrepreneurship and Small Business Development (NIESBUD).

## 5.0 COURSES OFFERED AT SCHOOLS

- 5.1 **Foundation Course: Exploring Entrepreneurship** 15 Hours; *Students time commitment will be 1 hour to 1.5 hours per week.*

**Overview:** Through this course, the students will discover their own potential and interest in entrepreneurship. Further, they will become aware of the basic concepts of entrepreneurship, venture creation knowledge and skills including creativity, innovation and ideation. They will understand how entrepreneurs think, act and are expected to be inspired about entrepreneurship as a career. The students will learn basic skills such as communication skills, problem solving, leadership, etc.

- 5.2 **Advanced Course: Getting Ready To Start A Venture** : 15 Hours; *Students time commitment will be 1 hour to 1.5 hours per week*

**Overview:** Students will learn skills necessary to run their own business. These skills/concepts include: finding new business ideas, marketing, getting funding to build a business, managing people, financial management and the legal requirements of owning and operating a small business.

- 5.3 **Practicum** : All basic activities of E-cells are advised to run at the Schools.

## 6.0 ENTREPRENEURSHIP EDUCATION IN INDUSTRIAL TRAINING INSTITUTES (ITIs)

- 6.1 Entrepreneurship training programmes will also be delivered to students in 500

Industrial Training Institutes (ITIs) both Government and Private, across the country. Like schools, on-line entrepreneurship platform and class room training delivery mechanisms will be used to deliver training at these ITIs. The option of participating in E-week, Smart e-challenge, Internship and Projects will also be given to the interested students.

6.2 The procedure of applying and selection; grant and use of secure login (User ID and Password), organisation of Induction Programme, selection and attending training by the Facilitators is the same as for the Schools.

6.3 **Other Salient Details of the Project as regards ITIs**

6.3.1 The selected Government ITIs will be given a one-time grant for purchase of recommended equipment (Capital Expenditure - CAPEX) along with annual funds to cover the recurring expenses (Operational Expenditure-OPEX).

6.3.2 The Orientation Programme for the students is organized by the ITIs at the beginning of each Semester. All the interested students enrol for the entrepreneurship education programme.

6.3.3 The ITIs would endeavour to enrol at least 30% female students in a batch and also attempt to mobilise the maximum students for the purpose from socially and economically weaker sections of society including differently abled ones.

6.3.4 The Students who enrol for entrepreneurship training programme are segmented in four categories - Enthusiasts, Wannapreneurs, Practicing Entrepreneurs and High-Performers - on the basis of pre-defined criteria and are provided various offerings.

6.3.5 It is recommended that selected ITIs charge a nominal fee of Rs. 300/- per Semester / Course from students who enrol for the training programme. However, the students from disadvantaged groups : PwDs may be charged Rs. 200/- and those from SC/ST/OBC/Minority Rs. 250/-. These fees will be directly collected by the member ITIs and preferably spent for effective and smooth functioning of the Courses/Trainings under the Project.

6.3.6 The procedure of accessing LMS Platform and Performance Review is the same as for the Schools.

6.3.7 The enrolled students are also given course material (*text books, etc.*) at the time of enrolment. ITIs will receive the course material from the National E-hub at the beginning of each academic session. The text books are provided by the National E-hub at cost to the ITIs and it is recommended that the cost of the course material /text books could be included in the course fee charged to the students.

6.3.8 The ITIs are required to maintain 50:1 student-facilitator ratio per class (2 batches per facilitator).

#### **6.4 Format of a Typical Entrepreneurship Training Programme at an ITI**

**Overview :** Through this course, the participants will be able to launch their own business by applying basic business set up knowledge and skills to their domain of expertise. They will learn key aspects of setting up a small business such as inventory management, sourcing, book keeping and financial discipline, digital marketing, general administration, and bare foot managerial skills. The course helps students monetize their vocational skill sets and gain information about various Government facilitation and funding schemes to start their own business.

**6.4.1 Foundation Course : Exploring Entrepreneurship :** *(15 Hours to be taken over 3 months with Students time commitment being 1 hour to 1.5 hours per week)*

##### **Course Outline**

- i. Should You Become an Entrepreneur?
- ii. What Skills Do Entrepreneurs Need?
- iii. Type of Businesses and Ownership for Trades and Vocations.
- iv. Identify and Meet a Market Need.

**6.4.2 Advanced Course : Getting Ready to Start a Venture :** *(60 Hours to be taken over 6 months with Students commitment of 3 to 4 hours per week)*

##### **Course Outline**

- i. Develop a Business Model & Business Plan relevant for a particular Trade
- ii. Setting up a Small Scale Business
- iii. Funding for the Business
- iv. Marketing the Business
- v. Hire and Manage a Team
- vi. Financial Management
- vii. Expansion and Sustenance

**6.4.3 Practicum :** All basic activities of E-cells are advised to run at the Schools.

### **7.0 ENTREPRENEURSHIP EDUCATION IN ENTREPRENEURSHIP DEVELOPMENT CENTRES (EDCs)**

7.1 The entrepreneurship training courses are also be delivered across the nation through 50 Entrepreneurship Development Centres (EDCs). The existing and potential entrepreneurs in urban and rural areas will be targeted for entrepreneurship training that suits their respective needs. On-line entrepreneurship platform and class room training delivery mechanisms will be used to deliver training at EDCs. The option of



participating in E-week, Smart e-challenge, Internship and Project will also be given to the interested students.

7.2 The NSDC training partners, NIESBUD partner institutions, EDII regional centres and Entrepreneurship Development Centres of State Governments will conduct entrepreneurship courses for interested local potential and existing entrepreneurs. These training partners will be selected on pre-defined selection criteria.

7.3 The application, selection procedure, grant and use of secure login (User ID and Password), selection and orientation of the Facilitators and grant of login to the enrolled students are on the same lines as applicable to Schools.

#### **7.4 Other Details of the Programme as regards EDCs**

7.4.1 The EDCs will be given a one-time grant for purchase of recommended equipment (Capital Expenditure - CAPEX) along with annual funds to cover the recurring expenses (Operational Expenditure- OPEX).

7.4.2 The Facilitators of EDCs will be trained to facilitate entrepreneurship training programme.

7.4.3 The EDCs mobilize existing and potential entrepreneurs locally and enrol them for entrepreneurship training programmes. The students will be able to choose entrepreneurship courses to suit their needs. The EDCs would endeavour to enrol at least 30% female beneficiaries in a batch.

7.4.4 The selected Students are categorized as Enthusiasts, Wannapreneurs, Practicing Entrepreneurs and High-Performers on the basis of pre-defined criteria and are offered specific offerings accordingly.

7.4.5 It is recommended that the selected EDCs offering entrepreneurship courses under Udyamita charge a nominal fee depending on the regional location of the EDC. The fee amount for each Region will be specified by the National E-hub. The EDCs may collect the fee from the students either at the time of enrolment or every month. However, the students from the disadvantaged groups like PwDs, Minority etc. may be offered concession at the rate of 30% for PwDs and 10% for SC/ST and Minority Groups. These fees will be directly collected by EDCs. The EDCs will be encouraged to use this amount for effective and smooth functioning of the courses under the Project.

7.4.6 **Assessment** – Periodic on-line and/or written assessments take place as per schedule/ calendar prescribed by the National E-hub for monitoring the progress of the students. The written assessments will be conducted in the concerned EDC. At the end of each course/module, the students will be given a certificate of participation by The National Institute for Entrepreneurship and Small Business Development (NIESBUD).



## 8.0 COURSES OFFERED AT ENTREPRENEURSHIP DEVELOPMENT CENTRES (EDCs)

**8.1 Start your Own Business:** *30 Hours taken over 3 months; participants time commitment will be 1 hour to 1.5 hours per week.*

**Overview:** Through this course, the participants will be able to launch their own venture by applying the venture creation knowledge and skills to their domain of expertise. They will learn key aspects of setting up a small business such as inventory management, sourcing, book keeping and financial discipline, digital marketing, general administration and bare foot managerial skills and communication skills. The course helps monetize their vocational skill sets and informs them about various Government schemes to raise funding to start their own business.

**8.2 Modular Courses:** The short duration modular courses for specific business skills will also be created by the National E-hub.

**Overview:** Short duration modular courses to develop specific business skills such as :

- i. Inventory Management
- ii. Sourcing, Book Keeping and Financial Discipline
- iii. Digital Marketing
- iv. General Administration
- v. Bare Foot Managerial Skills
- vi. Communication Skills

**8.3 Practicum :** All basic activities of E-cells are advised to run at the Schools.

## 9.0 DEVELOPMENT OF SOCIAL ENTREPRENEURSHIP

### 9.1 Social Entrepreneurship Module at Institutes of Higher Learning

The selected Colleges will be encouraged to offer courses on Social Entrepreneurship as an elective subject along with the regular entrepreneurship education programme(s) under Udyamita. This 15 hours' elective course will be integrated into the course offerings of the colleges. The course will be integrated into the broader on-line entrepreneurship platform and education delivery mechanism. It is expected that at least 20% of 2200 colleges targeted would be willing to offer Social Entrepreneurship as an Elective Subject.

### 9.2 Overview : Students Programmes : MOOCs

The Course covers concept of social entrepreneurship; society, innovation & technology/ social innovation ideas; opportunities in social entrepreneurship, social enterprise business models; social enterprise management- HR; legal and policy environment; social enterprise finance and accounting; technical analysis; market analysis; scaling, replication and sustainability; social enterprise plan; negotiation &

communication; social impact; and status of social entrepreneurship in India and globally.

### **9.3 Modules for Social Entrepreneurship : Faculty Facilitator : MOOCs**

9.3.1 Besides, there will be Modules for Faculty Facilitators' Orientation Programme for Social Entrepreneurship.

9.4 The Project will in addition have a MoU with innovative learning programmes like School for Social Entrepreneurs in UK, Canada and Australia expected to also set-up in India, to work with the Ministry to train Social Entrepreneurs.

9.5 The students with interest in social entrepreneurship will be connected to partner organisations that can help them further develop their ideas and businesses after completion of their course. Special focus will also be given to sourcing and connecting social enterprise Mentors, Incubators and Funders.

## **10.0 MEDIUM/LANGUAGE OF PROGRAMMES**

10.1 All the Courses/Programmes are available in Hindi & English.

**BLANK**

## SECTION - VI

# THE STUDENTS, MENTORS AND FACILITATORS

## 1.0 STUDENTS

1.1 The students who enrol for entrepreneurship education and training courses in institutes of higher learning, schools, ITIs and EDCs will be segmented in the following four categories :

**1.1.1 Enthusiasts :** All students will come under this category

**1.1.2 Wannapreneurs :** Will be selected on the basis of the following criteria :

- a. Interest in becoming an entrepreneur
- b. Exploring one or multiple ideas
- c. Looking for support to take the idea forward

**1.1.3 Practicing Entrepreneurs :** The criteria in this category will be :

- a. Already running a venture (*on-campus or off-campus*)
- b. Beyond idea stage, with a validated business model
- c. Have a basic team in place
- d. May or may not have registered the venture
- e. May or may not have raised funds
- f. Looking for support to raise funds, mentoring etc.

**1.1.4 High Performers :** The students that meet the following criteria will fall into this category :

- a. Running a registered venture
- b. Generating some revenues
- c. Team in place and hire at least 1 person besides the Founders
- d. Looking for support to scale up venture
- e. Looking for support to raise additional funds
- f. Have a Mentor or looking for one

1.2 While student segmentation makes sure that promising students get the best offerings, the students, on the basis of the above segmentation will be offered the following Services :

<b>Offerings</b>	<b>Enthusiasts</b>	<b>Wannapreneurs</b>	<b>Practicing Entres.</b>	<b>High Performers</b>
LMS Platform + MOOCs	✓	✓	✓	✓
E-Cell Membership	✓	✓	✓	✓
Participation in all Events and E3 Festival	✓	✓	✓	✓
Smart-E & UpStar challenges	✓	✓	✓	✓
E-Leader training	X	✓	✓	✓
Advanced MOOCs	X	✓	✓	✓
Fast Track courses	X	✓	✓	✓
Mentor Network Platform	X	X	✓	✓
Investor Network Platform	X	X	✓	✓
Venture Registration Support	X	X	✓	✓
Access to Internship Platform & Internship Opportunities	X	X	✓	✓
Access to E-Network, E-Marketplace	X	X	x	✓
Hot-line + Live Support	X	X	x	✓

1.3 However, all the enrolled students in Institutes of Higher Learning will necessarily follow Typical Course Offerings/Pathway, as prescribed in the previous Section irrespective of the Category they belong to.

## 2.0 MENTORS

At the outset, individuals interested in Udyamita project's mentorship programme will be on-boarded on MentorWISE. Before on-boarding on the platform, potential mentors share information to build their current profile, which will form the basis for building their 'mentor profile'. The current profile of the potential mentors will be created on the basis of the following checklist:

1. Should have built one + successful small or medium business.
2. Should have invested 10 lakh or above in at least 1 business (applicable to Investor-Mentors)
3. Should have 10+ years of experience of Industry or Domain expertise Or 5+ years in a C-level job at a reputed company (employees of 250 or more, or Listed entity)  
*And any combination of below*
4. Should be listed as a Director or an Advisor for a venture or a SIMB

5. Reference of a mentee/ respected entrepreneur/ mentor vis-a-vis knowledge skill & assistance in establishing/ running an enterprise
6. Recognized as thought leader by industry
7. Typically an influencer in the social community (e.g. 1000+ followers on twitter or linkedin)
8. Reputed expertise in a chosen industry vertical
9. Commitment to mentoring (*willing to do enough*) to annually engage with a number of mentees for more than 2+ years
10. Quality & effectiveness of mentoring
  - a. Rating is consistently high (70% of times) for engagement of more than 6+ years
  - b. No. of requests received is high for engagement of more than 5+ year
11. Currently serving as a Mentor for TiE, NASSCOM, CII, FICCI or any other national/ international level business/entrepreneur networks.

All the potential mentors who are on-boarded on the MentorWISE will be assisted in building their current profile visible to mentees. The mentees will have the choice of selecting the Mentor as per their needs and requirements and the Mentor can accept/reject/hold the request as per their convenience, availability and subject matter expertise.

### **3.0 FACILITATORS**

- 3.1 The Facilitators recommended by the concerned Project Institutes, will be selected as per the following selection criteria :-
- Declare interest and commitment in teaching entrepreneurship and help develop students' interest in entrepreneurship
  - Be tech savvy with familiarity with on-line learning and teaching tools
  - Ability and interest to mentor and guide students in their entrepreneurial quests
  - Be resourceful, facilitate and lead experiential programmes on Campus
  - Flair to network, interact with the entrepreneur community; invite and moderate entrepreneur talks / interviews
  - Preference will be given to Faculty already leading courses and workshops on entrepreneurship and actively supporting student entrepreneurship clubs.

BLANK

SECTION - VII

**THE FUNDING SUPPORT, REVIEWING AND AUDIT  
REQUIREMENTS**

**1.0 FUNDING SUPPORT TO PROJECT INSTITUTES**

**1.1 Government Institutes of Higher Learning, Schools, ITIs and EDCs**

1.1.1 Government Institutions are eligible to receive grants of about Rs. 12 lakh over the entire period of 05 years. This includes upto Rs. 3 lakh towards infrastructure set-up; honorarium @ Rs. 5,000/- p.m. for each of the Faculty Facilitators and costs related to Faculty Training.

**1.2 Private Colleges, Schools and ITIs**

1.2.1 All Private Institutions are eligible to receive about Rs. 9 lakh (*except the infrastructure set-up*). This would inter-alia include Honorarium for Faculty Facilitators at the above rates.

**2.0 FUNDING ALLOCATION**

2.1 The Table below gives the funding allocation for Project Institutes :–

Category	Particulars	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Total
<b>Private Institutions</b>	Faculty Honorarium* (@ Rs. 5000 per month)	1,20,000	1,80,000	1,80,000	1,80,000	1,80,000	X
	Faculty Training Costs (only 4 yrs)	20,000	20,000	20,000	20,000	X	X
	<b>Total</b>	<b>1,40,000</b>	<b>2,00,000</b>	<b>2,00,000</b>	<b>2,00,000</b>	<b>1,80,000</b>	<b>9,20,000</b>
<b>Govt. Institutions including ITIs &amp; EDCs</b>	Faculty Facilitator* (@ Rs. 5000 per month)	1,20,000	1,80,000	1,80,000	1,80,000	1,80,000	X
	Faculty Training Costs (only 4 yrs)	20,000	20,000	20,000	20,000	X	X
	Set-up Office Infrastructure (one time)	3,00,000	X	X	X	X	X
	<b>Total</b>	<b>4,40,000</b>	<b>2,00,000</b>	<b>2,00,000</b>	<b>2,00,000</b>	<b>1,80,000</b>	<b>12,20,000</b>

\* Represents the maximum. To be released as per the actual deployment of the Faculty Facilitators.



2.2 The Project Implementation Unit (PIU) will release funds to the Project Institutes (Government Institutes of Higher Learning, Government Schools, Government ITIs and EDCs) for purchase of recommended equipment (CAPEX). The amount of Rs. 3 lakh provided for the purpose is the maximum. The National E-Hub will make available the details of the recommended makes and indicative prices of the items and the total expenditure should be near about the same except variation in the taxes/duties etc.

2.3 The Recommended Equipment is as follows :

<b>Institutions</b>	<b>Items</b>	<b>Nos.</b>
<b>Govt. Institutes of Higher Learning &amp; ITIs</b>	Laptops Bundled with OS	03
	Office Software	03
	Projector	01
	Audio Visual Equipment	01
<b>EDCs</b>	Laptops Bundled with OS	01
	Office Software	01
	Projector	01
	Audio Visual Equipment	01
<b>Govt. Schools</b>	Laptops Bundled with OS	02
	Office Software	02
	Projector	01
	Audio Visual Equipment	01

2.4 In case of Private Institutions, the equipment in requisite numbers will have to be acquired out of their own Funds.

2.5 The Project Institutes will quarterly submit their Financial Monitoring Reports (FMR) containing expenditure for the past quarter and forecast for next six months less balance to Financial Management Unit and PIU for review and approval of OPEX : Recurring Expenditure.

2.6 The Funds will be available to Project Institutes from PIU through RTGS into the Bank Account opened for the Project in a Commercial Scheduled Bank.

2.7 The Project Institutes / Institutions housing E-Hubs under the Project will be required to main adequate Insurance Cover in respect of different items against natural/ man- made disasters like floods, cyclones, earthquakes, Tsunamis, fire, burglary etc.

2.8 The capital assets at the Project Institutes are to be sustained with assistance of the revenue generated from the nominal fee charged to the students.

- 2.9 The expenditure reported in FMR will be finally confirmed subject to its certification in the Annual Audit Reports.
- 2.10 Timely submission of the FMR is mandatory for further disbursement of the Funds by PIU which is 45 days at the close of each quarter.

### **3.0 OWNERSHIP OF THE ASSETS**

- 3.1 During currency of the Project, the Assets created at the Project Institutes with Funds under the Project (CAPEX) shall remain the property of the National E-Hub under the Ministry of Skill Development, Government of India.
- 3.2 In case, a particular Project Institute withdraws/ is removed from the Project, then the Ministry/National E-Hub will have the right to recall/recover all such capital assets from the concerned Project Institute and/or transfer them to the replacing Project Institute as provided in **Clause-6 (Section-IX)**.
- 3.3 After completion of the Entrepreneurship Education Programmes in respect of all the enrolled students with a Project Institute and after expiry of period of the Project, the capital assets under reference may be retained by the Project Institute(s) as their working life has been estimated at 5-6 years and will be depreciated accordingly in Books of Accounts.
- 3.4 Immediately after purchase of recommended capital assets, the Project Institutes shall submit all the relevant details of the acquisition to the concerned Nodal Hub.

### **4.0 JOINT WORKING GROUP(S) AND REVIEW MEETINGS**

- 4.1 The Directors/Principals of the Project Institutes (*Institutes of Higher Learning, Schools, ITIs and EDCs*) in a State shall be the Members of the Joint Working Group set-up at the State level.
- 4.2 The Joint Working Groups (JWGs) will be formed in each of the State(s) where the Project is being implemented.
- 4.3 The JWGs will be headed by the Secretary, Industry of the concerned State and will have inter-alia the Secretary, State School Education; Secretary, State Higher Education and Secretary, Labour as other members.
- 4.4 The JWGs will meet biannually with the Project Institutes once at beginning of the Academic year for review of the previous year and planning for the up-coming Semester/Academic Session and once during the middle of the Academic Session.
- 4.5 The National E-Hub will share the details of all the Institutions in a particular State which are to be empanelled as Project Institutes in light of the pre-defined criteria.

## 5.0 AUDIT REQUIREMENTS

- 5.1 All the **Project Institutes** (*Institutes of Higher Learning, Schools, ITIs and EDCs*) will appoint a firm of Chartered Accountants preferably empanelled with the O/o the Comptroller and Auditor General of India, for conducting the Annual Audit of the Funds etc. received under the Project.
- 5.2 The Reports of the Audit, as per the proforma which may be prescribed for the purpose, will be invariably sent to the Project Implementation Unit (PIU) before 31st July of every Financial year covering the period of the preceding Financial year.

BLANK

## SECTION - VIII

### **THE APPLICATION AND SELECTION PROCEDURE**

- 1.0 The eligible Institutions must apply, in the prescribed Proforma (*ANNEXURE-X*) along with the prescribed Supporting Documents.
- 2.0 The Supporting Documents which are to be invariably enclosed with the Application (*apart from those mentioned elsewhere in the RFP*), are listed below :
  - Affiliation granting communication from the concerned Authority.
  - Lease Agreement in case of the Institution functioning from a leased premises.
  - Completion/Occupancy Certificate from the concerned authority in case the building has been constructed during the last 10 years.

*(There is no need to send the Originals of any document. All copies of the documents should be self-attested. However, the National E-Hub reserves the right to ask for Original of any of the Documents for ascertaining its genuineness at any stage).*
- 3.0 The Applications received late and/or without prescribed documents are liable to be rejected summarily.
- 4.0 Mere fulfilling of the prescribed criteria will not entitle an Institute to be enrolled as a Project Institute under the Project.
- 5.0 The decision of the National E-Hub with respect to the empanelment or otherwise of an Institute will be the final and binding one and will not be contested or called in question.

### **6.0 COMPLETE APPLICATION FORM**

- 6.1 The entire RFP including Addendum/Corrigendum, if issued and Proforma of Application (*ANNEXURE-X*) should be downloaded (*no hard copies will be provided*). The completed Application Form, the RFP and Addendum/Corrigendum, if any along with the entire set of Supporting Documents etc. shall form an integral part of the Agreement to be executed with the Project Institute(s) (*ANNEXURE-V*).
- 6.2 Accordingly, all pages of the documents as above should be duly signed and stamped by the authorised signatory of the Applicant.
- 6.3 The Clarifications which may be issued on RFP shall also form a part of the Agreement. These should also accordingly be downloaded, signed and enclosed along with the above documents.
- 6.4 The detailed Profiles of the **requisite number** of Faculty Facilitator (*ANNEXURE-VI*) should also be invariably sent with the above documents for finalization.

## **7.0 LAST DATE OF RECEIPT OF APPLICATIONS**

- 7.1 The complete Applications addressed to the **Joint Director (F), NIESBUD** should be so delivered/dispatched at **A-23, Sector 62, NOIDA** as to reach latest by **26.09.2016 (1700 Hrs.)**.
- 7.2 While the Institute does not assume any responsibility for delay in receipt of the Applications, **the Applications received beyond the closing hours/date are likely to be rejected.**

## **8.0 INTIMATION TO THE SELECTED PROJECT INSTITUTES**

- 8.1 The selected Project Institutes shall be duly informed about their selection by NIESBUD/National E-Hub.
- 8.2 No interim inquiries with regard to the selection shall be entertained.
- 8.3 The names of the selected Project Institutes will also be uploaded on *www.msde.gov.in & www.niesbud.nic.in*

## SECTION - IX

### THE MISCELLANEOUS

#### 1.0 OWNERSHIP OF THE PREMISES

- 1.1 The Society/Trust etc. running the concerned Project Institute must own the land/buildings in which the institution is housed.
- 1.2 In case of the leased premises, the remaining term of the Lease, on the date of application, should be for 5 or more years.
- 1.3 Acceptable documentary evidence in case of the latter should be invariably enclosed with the Application.
- 1.4 In case, the Institution is being run from the premises (*whether self-owned or leased*) which have been constructed during the last 10 years (*construction having been completed during any of the last 10 years*), it must have been issued Completion/Occupancy Certificate from the competent local body in respect of the premises.

#### 2.0 RIGHT TO AMEND RFP

- 2.1 The National E-Hub reserves the right to amend any of the Clauses of RFP at any time prior to closing date of receipt of Applications for empanelment through placing Addendum/Corrigendum on the stated Websites.

#### 3.0 RIGHT TO SEEK CLARIFICATIONS

- 3.1 The National E-Hub reserves the right to seek clarifications and/or additional documents from the prospective Project Institutes for ascertaining their eligibility/competence to effectively deliver the entrepreneurship education / programmes under the Project.
- 3.2 The National E-Hub also reserves the right to enquire about the applying Institution(s) from any source, Government or Private so as to ascertain their suitability, competence etc. for the purpose.

#### 4.0 INCOMPLETE APPLICATIONS

- 4.1 The Applications containing incomplete and/or vague information or not accompanied with the prescribed documents are likely to be summarily rejected.

#### 5.0 ORIENTATION AND INVITATION SESSIONS

- 5.1 While **Dr. (Ms.) Charvi Mehta Mobile No. 09811651127** can be contacted for

seeking clarifications/assistance on all the technical aspects of the RFP, **Shri Mukesh Gupta Mobile No. 09810569166** can be approached for broad assistance on all the administrative/financial aspects of the RFP.

- 5.2 However for detailed assistance, the National E-Hub plans to hold a half-day's Orientation and Invitation Sessions at the 5 Regional E-Hubs under the Project.
- 5.3 It is recommended that these Sessions are attended by the Heads of Institutions and/or the authorities who are in a position to decide the question of applying for empanelment as a Project Institute.
- 5.4 The Schedule of these Region-wise Orientation and Invitation Sessions will be duly displayed on [www.msde.gov.in](http://www.msde.gov.in) & [www.niesbud.nic.in](http://www.niesbud.nic.in) well before the date of the Meetings. The tentative dates for the Sessions are between **29.08.2016 to 03.09.2016**.
- 5.5 The Clarifications of general nature emerging out of these Sessions shall also be duly uploaded on the Websites by **08.09.2016**.
- 5.6 The Clarifications thus uploaded shall form an integral part of the Agreement to be executed with the Project Institutes and should accordingly be invariably enclosed with the Application, duly signed and stamped.

## **6.0 DELISTING OF THE PROJECT INSTITUTES**

- 6.1 Any Project Institute not following /violating the terms and conditions of Agreement and/or not complying with the requirements of the Project or whose Performance is otherwise found repeatedly wanting will be administered two warnings by the National E-Hub to remedy the violations/deficiencies or comply with the directions.
- 6.2 If the concerned Project Institute still does not comply with the warnings, it will be delisted from the Project without any further notice.
- 6.3 In such a scenario, the National E-Hub reserves the right to empanel a new Project Institute in its place and order the transfer of the Assets acquired with assistance of the Funds (CAPEX) by the Delisting Project Institute to the new Project Institute.
- 6.4. In such an eventuality, the Students enrolled for Entrepreneurship Education at the Delisted Institution will also be transferred to the new one as regards the Entrepreneurship Courses under the Project.

## **7.0 OFFERING IN ENTREPRENEURSHIP**

- 7.1 The selected Project Institutes will only deliver Entrepreneurship Education/Training Courses listed under the Project.
- 7.2 This, however, does not bar them from continuing their existing/on-going programmes/ activities in sphere of Entrepreneurship if they are not similar to those under Udyamita.

## **8.0 WITHDRAWAL FROM THE PROJECT**

- 8.1 No Project Institute will be allowed to withdraw from the Project in between two Semesters/Academic Sessions.
- 8.2 In case the National E-Hub allows, in the circumstances of a particular case, a Project Institute at closing of the Semester/Academic Session to withdraw from the Project, then the same will be treated in the same manner as that of Delisting of the Project Institute, as above.

## **9.0 INTERPRETATION**

- 9.1 In case of any ambiguity in interpretation of any of the Clauses of RFP, the interpretation thereof by NIESBUD/National E-Hub or their authorised representative(s) shall be final and binding.
- 9.2 The Agreement shall be executed with the Project Institute either by NIESBUD/ National E-Hub or any other designated Authority for the purpose.

## **10.0 SETTLEMENT OF DISPUTES**

- 10.1 In the event of any dispute or difference whatsoever arising between the parties out of or pertaining to any Clause of the Agreement including any question relating to meaning and interpretation of the Agreement or any alleged breach thereof, except those the decisions whereof have been specifically provided in the Agreement, the same shall be settled as far as possible by mutual discussions and consultations between the parties.
- 10.2 In the case of failure to resolve the difference/dispute in the above manner, the same shall be referred to the sole arbitration of any person appointed by the Secretary, Ministry of Skill Development and Entrepreneurship, Government of India, in terms of the Arbitration & Conciliation Act, 1996.
- 10.3 The Award, if any, of the Arbitrator, so appointed, shall be final and binding on all the parties.
- 10.4 If any question, difference or dispute still remains unresolved, the same shall be subject to the jurisdiction of the Courts in the State of Delhi.

## **11.0 FORCE MAJEURE**

- 11.1 In case of a *Force Majeure*, as generally understood, the decision of the National E-Hub shall be final and binding on the Project Institute(s) concerned.



BLANK

## **UDYAMITA FROM EYES OF THE STAKEHOLDERS**

### **Activities for the Project Institutes**

- Submission of Application by Project Institutes (*Institutes of Higher Learning/ Schools/ ITIs/EDCs*)
- Selection of Project Institutes by National E-Hub based on pre-defined criteria
- Orientation to the Colleges – Face to face training for 3 days @ Nodal E-Hubs followed by webinars
- College Annual Planning meeting and Training – Face to Face @ Nodal E-Hubs
- Review Meetings (*Quarterly/ Half-yearly/ Yearly*)

### **Activities for the Facilitators**

- Facilitators' training and process orientation. Log-in and access to the course content
- Moderate sessions, responding to class discussions and/or chat sessions, as needed. Enable entrepreneurship practice sessions on the Campus
- Respond to student communications or questions within 24 hours
- Grade discussions, assignments, quizzes, and/or surveys as per the course instructor
- Provide meaningful feedback to students on assignments and upload relevant information based on the class results. Recommend supplementary MOOCs or progress to next MOOC
- Participate in weekly meetings or calls with the instructor and coordinate with the Facilitator Support Team at the National E-Hub

### **Activities for the Students**

- On-line orientation. Log-in assigned and access to the course calendar.
- E-mail notification about sessions
- Commencement of on-line session MOOC 001
- Flip session by Facilitator for MOOC 001

- Participate in Quiz/Assignments
- Upload results based on the class results, recommend for supplementary MOOCs or progress to next MOOC
- Entrepreneurship practice sessions on the Campus :
  - ❑ Launch E-Cell
  - ❑ Participate in Campus Company Programmes, Students Venture Mentoring Programme
  - ❑ On-line E-Cell Programmes
  - ❑ Interaction with Entrepreneurs
  - ❑ Start up Internships
- Provide meaningful feedback to students on assignments and upload relevant information based on the class results, recommend supplementary MOOCs or progress to next MOOC
- Participate in on-line weekly meetings or calls with the instructor and coordinate with the Facilitator Support Team at the National E-Hub.

**REGION AND STATE-WISE NUMBER OF NODAL E-HUBs**

<b>State(s)</b>	<b>No. of Nodal Hubs</b>
Madhya Pradesh	3
Chattisgarh	1
Assam	1
Arunachal Pradesh	1
Jharkhand	1
Orissa	2
West Bengal	2
Meghalaya	1
Sikkim	1
Gujarat	3
Maharashtra	4
Goa	1
Bihar	2
Delhi	2
Haryana	1
Himachal Pradesh	1
J&K	1
Punjab	2
Rajasthan	2
Uttarakhand	2
Uttar Pradesh	2
Andhra Pradesh	2
Karnataka	4
Kerala	2
Telangana	2
Tamil Nadu	4

<b>Region</b>	<b>No. of Nodal Hubs</b>
Central	4
East	9
West	8
North	15
South	14

BLANK

## OTHER SALIENT CONDITIONS FOR INSTITUTES OF HIGHER LEARNING

### 1.0 GOVERNMENT INSTITUTES OF HIGHER LEARNING

- 1.1 The college is an institution which offers recognised Under Graduate, Post Graduate and Doctoral Courses/Programmes.
- 1.2 The College/Institution must be in existence for the last at least 03 years.
- 1.3 The College/Institution must have been established and run by the State Government/ Local Bodies or the Central Government.
- 1.4 The College/Institution must be affiliated to a Central / State University established either through an Act of Parliament or State/Provincial Act.
- 1.5 The Institutions affiliated to Central/State Universities offering technical/specialised Courses like those on Planning and Architecture may also apply under the Category.
- 1.6 All the above Institutions must be receiving recurring maintenance grants periodically from the affiliating University or University Grants Commission (UGC) or Central/ State Governments.
- 1.7 The Premier Institutions viz; Indian Institutes of Technology (IITs); Indian Institutes of Management (IIMs); National Institutes of Fashion Technology (NIFTs); National Institutes of Technology (NITs); Indian Institutes of Hotel Management (IIHMs); National Institutes of Design (NIDs) and the like will be treated as Government Colleges.
- 1.8 The Institutions offering Distance Learning Courses **exclusively** are not eligible.
- 1.9 The Institutions housing a Regional or Nodal E-Hub under the Project will qualify for empanelment as Project Institute as well subject to fulfilment of other conditions. This holds good *vice-versa* also.

### 2.0 PRIVATE COLLEGES

- 2.1 The Institutions mentioned under above Clause *mutatis mutandis* which are not receiving recurring maintenance grants will be categorised as Private Colleges.
- 2.2 The Private Institutions offering U.G or P.G Diplomas/Courses etc. in managerial and technical courses like B. Tech., MBA etc. not **affiliated** to any Central/State University for the purpose, are **not eligible**.

### **3.0 UNIVERSITIES**

- Universities established by a Central or State/Provincial Act.
- An Institution deemed to be University under **Section 3** of the **University Grants Commission Act, 1956**.
- An Institution especially empowered by an Act of Parliament to confer UGC specified Degrees under **Section 22(3) of the Act**.

3.1 The dividing line between a Government and Private University is the character of the body creating it and/or receipt of Recurring Maintenance Grants from the Public Bodies.

### **4.0 MINIMUM ENROLMENT OF STUDENTS UNDER PROJECT**

The minimum expected enrolment of 250 students per year during the first four years only is the average intake for these years and can also be met through enrolling students of nearby Institutions.

### **5.0 WITHDRAWAL OF AFFILIATION**

5.1 In case of withdrawal of Affiliation to a Project Institute by the Affiliating Authority in the middle of the Project, the National E-Hub will have the sole right to decide whether to continue or not Entrepreneurship Education Programmes through the concerned Project Institute for the remaining period of the Project.

**LIST OF ITI TRADES HAVING BETTER POTENTIAL FOR ENTREPRENEURSHIP****A. Engineering Trades**

<b>S.N.</b>	<b>Name of the Trade</b>	<b>Duration</b>
1.	Architectural Assistant	2 Semesters
2.	Carpenter	2 Semesters
3.	Draughtsman ( <i>Civil</i> )	4 Semesters
4.	Draughtsman ( <i>Mechanical</i> )	4 Semesters
5.	Domestic Painter	2 Semesters
6.	Electrician	4 Semesters
7.	Electronic Mechanic	4 Semesters
8.	Electroplater	4 Semesters
9.	Fitter	4 Semesters
10.	Foundry man Technician ( <i>Old Name Foundry man</i> )	2 Semesters
11.	Gold Smith	2 Semesters
12.	Information Communication Technology System Maintenance ( <i>Old Name - IT &amp; ESM</i> )	4 Semesters
13.	Industrial Painter	2 Semesters
14.	Instrument Mechanic	4 Semesters
15.	Interior Decoration and Designing	2 Semesters
16.	Lift and Escalator Mechanic ( <i>Old Name - Lift Mechanic</i> )	4 Semesters
17.	Machinist	4 Semesters
18.	Machinist ( <i>Grinder</i> )	4 Semesters
19.	Mason ( <i>Building Constructor</i> )	2 Semesters
20.	Mechanic Diesel Engine ( <i>Old Name Mechanic (Diesel)</i> )	2 Semesters
21.	Mechanic Mining Machinery	4 Semesters
22.	Mechanic Motor Vehicle	4 Semesters



### A. Engineering Trades (Contd...)

S.N.	Name of the Trade	Duration
23.	Mechanic ( <i>Refrigeration and Air-Conditioner</i> )	4 Semesters
24.	Mechanic ( <i>Tractor</i> )	2 Semesters
25.	Mechanic Auto Electrical and Electronics	2 Semesters
26.	Mechanic Lens/Prism Grinding	2 Semesters
27.	Mechanic Motor Cycle ( <i>Old Name - Mech. Repair &amp; Maintenance of Two Wheelers</i> )	2 Semesters
28.	Mechanic Mechatronics	4 Semesters
29.	Operator Advanced Machine Tools	4 Semesters
30.	Painter ( <i>General</i> )	4 Semesters
31.	Plumber	2 Semesters
32.	Pump Operator-cum-Mechanic	2 Semesters
33.	Sheet Metal Worker	2 Semesters
34.	Surveyor	2 Semesters
35.	Tool & Die Maker ( <i>Dies &amp; Moulds</i> )	4 Semesters
36.	Tool & Die Maker ( <i>Press Tools, Jigs &amp; Fixtures</i> )	4 Semesters
37.	Turner	4 Semesters
38.	Welder ( <i>Old Name Welder; Gas and Electric</i> )	2 Semesters
39.	Wireman	4 Semesters
40.	Mechanic Auto Body Repair	2 Semesters
41.	Mechanic Auto Body Painting	2 Semesters
42.	Mechanic Air-conditioning Plant	4 Semesters
43.	Civil Engineer Assistant	4 Semesters
44.	Technician Power Electronic System	4 Semesters
45.	Welder ( <i>GMAW &amp; GTAW</i> )	2 Semesters
46.	Welder ( <i>Fabrication &amp; Fitting</i> )	2 Semesters
47.	Welder ( <i>Structural</i> )	2 Semesters
48.	Welder ( <i>Pipe</i> )	2 Semesters

### A. Engineering Trades (Contd...)

S.N.	Name of the Trade	Duration
49.	Welder ( <i>Welding &amp; Inspection</i> )	2 Semesters
50.	Information Technology	4 Semesters
51.	Computer Hardware & Network Maintenance	2 Semesters
52.	Architectural Draughtsman	2 Semesters
53.	Mechanic Agricultural Machinery	4 Semesters
<b>B. Non-Engineering Trades</b>		
1.	Baker and Confectioner	2 Semesters
2.	Computer Operator and Programming Assistant	2 Semesters
3.	Food Production ( <i>General</i> ) ( <i>Old Name Craftsman Food Production</i> )	2 Semesters
4.	Sewing Technology ( <i>Old Name - Cutting &amp; Sewing</i> )	2 Semesters
5.	Computer Aided Embroidery And Designing ( <i>Old Name Computer Aided Embroidery &amp; Needle Work</i> )	2 Semesters
6.	Dairying	2 Semesters
7.	Desk Top Publishing Operator	2 Semesters
8.	Digital Photographer	2 Semesters
9.	Dress Making	2 Semesters
10.	Surface Ornamentation Techniques ( <i>Embroidery</i> ) ( <i>Old Name Embroidery and Needle Work</i> )	2 Semesters
11.	Fashion Design Technology ( <i>Old Name Fashion Technology</i> )	2 Semesters
12.	Floriculture & Landscaping	2 Semesters
13.	Front Office Assistant	2 Semester
14.	Basic Cosmetology ( <i>Old Name Hair and Skin care</i> )	2 Semesters
15.	Horticulture	2 Semesters
16.	Hospital House Keeping	2 Semesters

### B. Non-Engineering Trades (Contd...)

S.N.	Name of the Trade	Duration
17.	Leather Goods Maker	2 Semesters
18.	Footwear Maker	2 Semesters
19.	Old Age Care	2 Semester
20.	Photographer	2 Semesters
21.	Process Cameraman	2 Semesters
22.	Spa Therapy	2 Semesters
23.	Food & Beverages Guest Services Assistant (Old Name Steward)	2 Semesters
24.	Catering & Hospitality Assistant	2 Semesters
25.	Travel & Tour Assistant	2 Semesters
26.	Multimedia Animation & Special Effect	2 Semesters
27.	Tourist Guide	2 Semesters
28.	Milk & Milk Products	2 Semesters
29.	Agro Processing	2 Semesters
30.	Food Beverage	2 Semesters
31.	Data Base System Assistant	2 Semesters
32.	House Keeper	2 Semesters

## AGREEMENT WITH THE PROJECT INSTITUTES

This Agreement is executed on this \_\_\_\_ day of \_\_\_\_ 2016 between the National Entrepreneurship Resource and Co-ordination Hub (*National E-Hub*) set up for overall management of Udyamita, a centrally sponsored Project being administered by the Ministry of Skill Development and Entrepreneurship, Government of India, functioning from A-23, Sector-62, NOIDA and being represented by its National Project Director, hereinafter referred to as National E-Hub, the Party of the First Part.

AND

### (Brief description of the Project Institute, the Party of the Second Part)

*Whereas* the First Party invited Proposals from the Institutes of Higher Learning, Schools, Industrial Training Institutes and Entrepreneurship Development Centres for empanelment as Project Institute under Udyamita for delivering Entrepreneurship Education and Training to the Students under the Project.

*Whereas* the Second Party represented to the First Party that it fulfils all the prescribed eligibility conditions of empanelment and also willing to function as a Project Institute in terms of the Request for Proposal (RFP) floated for the purpose by the First Party.

*Whereas* the First Party based upon strength of the documents/claims made by the Second Party, is *prime facie* satisfied about eligibility of the Second Party under the Project and has decided to empanel the Second Party as a Project Institute (under the category of Institute of Higher Learning/School/ITI/EDC (*as may be applicable*)) under the Udyamita subject to both the Parties agreeing to the following:-

#### **i) Responsibilities of the Parties**

Both the Parties are committing to sincerely fulfilling their respective roles and responsibilities to the fullest in order to accomplish the stipulated goals/objectives under the Project.

#### **ii) Entirety of the Agreement**

The Request for Proposal (RFP), Application Form, Addendum/Corrigendum, Supporting Documents, Clarifications issued on RFP; Supplementary Information furnished

by the Second Party; the correspondence exchanged between the Parties regarding the Empanelment etc. shall form an integral part of the Agreement.

**iii) Misrepresentation, Concealment of Material Facts etc.**

If at any stage, it appears to the First Party that the Second Party has misrepresented, submitted false documents or concealed any material information for the purpose, it (*the First Party*) will have a right to immediately cancel the Empanelment of the concerned Project Institute and take further action as in case of the Delisted Project Institute as provided in the RFP.

**iv) Intellectual Property Rights (IPRs)**

The availability of study materials, processes, contents etc. to the Second Party by the First Party for facilitating execution of activities under the Project, would not transfer the Intellectual Property Rights vested therein to the Project Institute(s).

**v) Relationship of the Parties**

Nothing in this Agreement shall be construed as creating a relationship of partnership, joint venture, agency or employment between the Parties. Neither Party shall have the power or authority to speak for or assume any obligations on behalf of the other Party.

**vi) No Assigning of Empanelment**

The Second Party will not be entitled to assign/transfer the empanelment under the Project to any other organisation etc. even if that other organisation belongs to the same Group which is managing both the Institutions.

**vii) Third Party**

Nothing in this Agreement shall mean or shall be construed to mean that either Party is at any time precluded from having similar Agreements with any other person or third party provided the new contemplated arrangement does not result into violation of any Clause of the Agreement on the part of Second Party.

**viii) Creating Impression of Association**

The Second Party will not use the name of the First Party and/or the Ministry of Skill Development and Entrepreneurship in any publicity material etc. so as to create an impression to the public at large of association/recognition by these Agencies of any of the activities being carried out by the Second Party except those under the Project.

**ix) Intimation of Single Point of Contact (SPOC)**

The Second Party shall communicate the contact details of a Single Point of Contact in the Institution for the purpose of activities under the Project.

**x) Governing Law and Construction**

- a) This Agreement shall be governed by and construed in accordance with all the Laws of India.
- b) Both the Parties agree that nothing contained in the Agreement will create any legal obligation(s) between the Parties.

**xi) Term of the Agreement**

The Agreement would co-terminate with the activities under the Project or earlier in case of Delisting of the Project Institute.

However, both the Parties are duty bound to continue hand-holding the students who are desirous of establishing economic ventures, as might be provided for under the Project.

In witness whereof, the Agreement has been signed by the Parties:-

**For and on behalf of the  
National E-Hub**

**For and on behalf of the**

\_\_\_\_\_  
*(Name of the Project Institute)*

Name and Designation  
of the Signatory

Name and Designation  
of the Signatory

**Witnesses**

1.

2.

BLANK

## OPERATIONAL GUIDELINES FOR INSTITUTES OF HIGHER LEARNING/STUDENTS

1. The interested Institutes of Higher Learning, fulfilling the eligibility criteria apply in the prescribed manner, to deliver entrepreneurship programmes/courses to the students across streams and at both UG and PG levels.
2. The details of the applicants are scrutinised vis-a-vis the prescribed eligibility criteria through personal visits by representative of the closest Nodal E-Hub.
3. Upon receipt of positive feedback from the representative, the applications are evaluated at the National E-Hub vis-a-vis the prescribed eligibility conditions and all other relevant considerations
4. The National E-Hub shares with the Joint Working Group of the concerned State the details of all the Institutions in the State which have been empanelled as Project Institutes.
5. An Orientation Programme for all the students of the Institute is organised at the beginning of each academic year. *For the current year, this should be organised sometime in December, 2016.*

The objective of the Orientation Programme is to introduce the Project to all the students and motivate them to enrol under the same.
6. The Institutes may deliver these courses to interested students of other Institutes but within 3-4 km. radius.
7. All the Project Institutes coming under Udyamita will get annual funds to cover the Operational Expenditure - OPEX. Besides, Government Institutions and EDCs will also be given a one-time grant for purchase of recommended equipment (Capital Expenditure - CAPEX) along with the OPEX. (*Section-VII*).
8. The Institutes will be discouraged to administer supplementary subject(s) on entrepreneurship (*similar to courses in Udyamita*).
9. Each selected Institute will be given a secure log in (User Id and Password) to access LMS platform and offerings. Through the secure log in, the Institute is also given limited access to the MIS to upload required information/ data of students, facilitators, etc.
10. An Induction Programme for the Institutes and selected facilitators from each Institute will be organised by the concerned Nodal E-Hub.
11. The Facilitators recommended by the Institute will be selected by the closest Nodal E-hub



on the basis of pre-defined criteria. Accordingly, the Institutes are required to recommend at **least twice** the number of likely Facilitators which are required for the purpose during the first and subsequent years.

12. Thereafter, these Facilitators attend minimum two webinars of 1-hour duration each. The Facilitators will also attend on-line and classroom training at Nodal E-hubs facilitated by Nodal team and experts from industry and academia.
13. The details of Faculty Facilitator Training Modules are given in Section-V. Similarly, the salient details of the Students' Courses have also been incorporated in Section-V.
14. After the training, the Facilitators are certified by NIESBUD, NOIDA.
15. The Institutes would endeavour to enrol at least 30% female students in a batch and also attempt to mobilise the maximum students for the purpose from socially and economically weaker sections of society including differently abled ones.
16. The students who enrol for entrepreneurship education courses are segmented in four categories- Enthusiasts, Wannapreneurs, Practising Entrepreneurs and High-Performers- on the basis of pre-defined criteria and offered Offerings as detailed in **Section-VI**.
17. It is recommended that the Institutes charge a nominal fee of Rs. 1,000/- per semester from students who enrol for the course. This fee may be charged at the time of enrolment.
18. However, the students from disadvantaged groups like PwDs and SC/ST/OBC/Minority may be charged Rs. 700/- and Rs. 900/- respectively.
19. The Fees will be collected by the Institutes and preferably spent towards effective and smooth functioning of the courses.
20. Each enrolled student will be given a secure log in (User Id and Password) to access the LMS platform and the various course offerings.
21. The Students will also be given course material (*text books, etc.*) at the time of enrolment.
22. The colleges will receive the course material from the National E-hub at the beginning of each semester/academic session. The text books are provided by the National E-hub at cost to the Institutes. No extra amount will be charged from the students on account of the text books and the nominal fee for semester as above will be deemed to include the cost of the Text Book.
23. The Institutes are required to maintain 50:1 student-facilitator ratio per class (3 batches per facilitator and 2 facilitators per college in the first year. Thereafter, 3 facilitators in subsequent years).
24. Each of the Institutes is expected to enrol on an average 250 Students in each of the first four years.
25. **Assessment** – Periodic on-line/written assessments will be conducted for monitoring the progress of the enrolled students. At the end of the fourth/fifth/sixth course/module, the students

will be given a certificate of participation by The National Institute for Entrepreneurship and Small Business Development (NIESBUD).

26. The Institutes offering Choice Based Credit System will be encouraged to offer these Entrepreneurship Courses as Electives with credit for completing students.
27. **The Students who are serious about setting up their enterprise are to be identified by the respective colleges and a mechanism for hand-holding and mentoring them under Udyamita should be put-in place by the concerned Institutes.**

BLANK

**OVERALL COURSES AND THEIR NOMENCLATURE :  
INSTITUTES OF HIGHER LEARNING**

Year/ Semester	1st Year First Semester	1st Year Second Semester	2nd Year First Semester	2nd Year Second Semester	3rd Year First Semester	3rd Year Second Semester
Level	Orientation	Basic	Foundation	Intermediate	Advanced (Optional)	Expert (Optional)
Phase	Orientation	Discover	Practice	Start Up	Sustain	Take off
Course covered	A. Orientation Programme in Entrepreneur- ship	A. Basic Programme in Entrepreneur- ship	A. Foundation Programme in Entrepreneur- ship	A. Intermediate Programme in Entrepreneur- ship	A. Advanced Programme in Entrepreneur- ship	A. Expert Programme in Entrepreneur- ship
	<i>B. Practicum Activities at E-cell (ongoing)</i>					
	NA	C. Workplace Skills (Life- skills)	C. Workplace Skills (Functional English)	C. Workplace Skills (IT)	C. Workplace Skills (Health Environment and Safety)	NA
Total No. of Hours Contact and Practical	A. Orientation Program - 10 hours Theory; 10 hours Practical	A. All 5 programmes from Basic to Expert - Each programme is of a total of 40 hours. Of these 40 hours, 20 hours is Theory; 16 Hours is Practical; and 4 Hours is lifeskills.				
	<i>B. Practicum Activities at E-cell – Estimated 10 hours per semester</i>					
	NA	C. Workplace Skills (Life- skills) - 4 hours	C. Workplace Skills (Functional English) 4 hours	C: Workplace Skills (IT skills) - 4 hours	C. Workplace Skills (Health, Environment and Safety) - 4 hours	NA
No. of Hours per Class (Contact and Practical)	A. Orientation Programme - 1 hour per class	A. All 5 programmes from Basic to Expert - Every class will have a judicious mix of Contact hours and Practical to ensure effective learning. Every week will have 2 one hour classes totalling 20 hours in class. 16 hours will be Practical ( <i>assignments and projects</i> ). Remaining 4 hours will be lifeskills.				
	<i>B. Practicum Activities at E-cell – Not divided into formal classes.</i>					
		C. All Workplace Skills Courses - 4 hours spread over 4 weeks				
No. of Classes per Week	NA	A. All 6 programmes from Orientation to Expert - 2 classes per week				
		<i>B. Practicum Activities at E-cell – No formal classes</i>				
		C. Social Entrepreneurship – 15 classes of 1 hour each ( <i>Elective</i> )				

**NB**

1. *The entrepreneurship course will require to be taught over 10 weeks, 2 sessions per week of 1 hour each. Also, 2 classes of 1 hour each for 2 additional weeks will be required for workplace skills.. So, the total outlay will spread to 12 weeks.*
2. *Practical component will include exercises, outbound activities, assignments and project work. In the case of Workplace Skills, where Practical will also be in class.*
3. *Theory component will consist of Video Lectures, Contact hours in the classroom, classroom activities, discussions.*
4. *Students will be encouraged to engage in real-world entrepreneurship events. Students who engage in above activities could be given an additional credit in colleges offering Credits for the course.*

## OVERALL VIEW OF THE COURSE SCHEDULES : INSTITUTES OF HIGHER LEARNING

Target Audience	Course Title	# of Hours per Week	# of Theory Classes per Week	# of Practical Classes per Week	Total # Course Hours				# Recommended Credits per Course
					Theory	Practical	Work-place Skills	Total Hours per Course	
Students	Orientation Programme	4	2	2	10	10	0	30	2
Students	Basic Programme	4	2	2	20	16	4	40	2
Students	Foundation Programme	4	2	2	20	16	4	40	2
Students	Intermediate Programme	4	2	2	20	16	4	40	2
Students	Advanced Programme	4	2	2	20	16	4	40	2
Students	Expert Programme	4	2	2	20	20	0	40	2
Facilitators	Orientation Module for Student Curriculum	NA	NA	NA	2	NA	NA	2	NA
Facilitators	Faculty Module for Orientation Programme	NA	NA	NA	8	NA	NA	8	NA
Facilitators	Faculty Module for Basic Programme	NA	NA	NA	8	NA	NA	8	NA
Facilitators	Faculty Module for Foundation Programme	NA	NA	NA	8	NA	NA	8	NA
Facilitators	Faculty Module for Intermediate Programme	NA	NA	NA	8	NA	NA	8	NA
Facilitators	Faculty Module for Advanced Programme	NA	NA	NA	8	NA	NA	8	NA
Facilitators	Faculty Module for Expert Programme	NA	NA	NA	8	NA	NA	8	NA

BLANK

## **DETAILS OF STUDENTS' CERTIFICATION PROGRAMME : INSTITUTES OF HIGHER LEARNING**

- **ORIENTATION PROGRAMME IN ENTREPRENEURSHIP : ORIENTATION**

*30 Hours, to be taken over one semester. Students' time commitment will be 2-3 hours per week, depending upon semester duration.*

- **Course Overview**

The goals of this programme are to inspire students and help them imbibe an entrepreneurial mind-set. The students will learn what entrepreneurship is and how it has impacted the world and their country. They will be introduced to key traits and the DNA of an entrepreneur, and be given an opportunity to assess their own strengths and identify gaps that need to be addressed to become a successful entrepreneur.

The programme comprises several short courses, each focusing on a specific entrepreneurial knowledge or skill requirement such as creative thinking, communication, risk taking, and resilience and helping them become career ready, whether it is entrepreneurship or any other career.

- **Learning Outcomes**

At the end of the course, the students will:

- Develop awareness about entrepreneurship and successful entrepreneurs.
- Develop an entrepreneurial mind-set by learning key skills such as design, personal selling, and communication.
- Understand the DNA of an entrepreneur and assess their strengths and weaknesses from an entrepreneurial perspective.

- **Learning Methods**

Videos and quizzes through the on-line Learning Management System (LMS); Classroom learning through an experienced Facilitator/Faculty on campus (Videos, In-class Activities, Outbound Activities); Assignments and Projects; and Practical Experiences including challenges, internships and apprenticeships.



- **Topics**

- What is Entrepreneurship?
- How has Entrepreneurship changed the world?
- Entrepreneurial DNA, traits, and gap analysis
- What are E-cells?
- Why join an E-cell?
- Entrepreneurial Success Stories
- Creative and Design Thinking
- Communication
- Personal Selling: Show and Tell
- Risk-taking and Resilience

- **BASIC PROGRAMME IN ENTREPRENEURSHIP : *DISCOVER***

*40 Hours, to be taken over one semester. Students' time commitment will be 3-4 hours per week, depending upon semester duration.*

- **Course Overview**

The goal of this programme is to provide a space and platform for discovery, both self-discovery and opportunity discovery. Students will discover their strengths in terms of an entrepreneurial founding team and learn basics such as opportunity discovery, prototyping, competition analysis, and early customer insights and participate in on-line and campus activities and events such as idea competitions, business plan challenges, etc.

- **Learning Outcomes**

At the end of the course, the students will be able to:

- Further discover their strengths and weaknesses in terms of qualities and traits required to be a successful entrepreneur in the context of a founding team.
- Identify gaps in terms of qualities and traits required to be an entrepreneur, if any, and make a personal action plan to close those gaps.
- Develop the entrepreneurial mind-set further in terms of acquiring a business focus, creative thinking, risk-taking ability, and more.
- Learn about opportunity discovery and evaluation of viable business ideas for new venture creation.
- Practice critical talents and traits required for entrepreneurs such as problem solving, creativity, communication, business math, sales, and negotiation.

- Start customer development, validate their ideas, and learn what prototyping is.
- Understand the value of mentorship in the success of an entrepreneur and their ventures.

- **Learning Methods**

Videos and quizzes through the on-line Learning Management System (LMS); Classroom learning through an experienced Facilitator/Faculty on campus (Videos, In-class Activities, Outbound Activities); Assignments and Projects; and Practical Experiences including challenges, internships and apprenticeships.

- **Topics**

- Self-Discovery
- Customer Development
- Idea Generation techniques
- Opportunity Discovery
- Concept of prototyping
- Idea Validation (Product-Market Fit)
- Early attempts to sell the product or service
- Understand customer perspective of how the proposed product/solution will be used, value perception
- Early insights on customer segmentation (discover primary customer segment, alternate customer segments, early adapters)
- Early insights on pricing, cost, and margins

- **FOUNDATION PROGRAMME IN ENTREPRENEURSHIP : PRACTICE**

*40 Hours, to be taken over one semester. Students' time commitment will be 3-4 hours per week, depending upon semester duration.*

- **Course Overview**

The students will learn entrepreneurship concepts such as customer development, product-market fit, business model and plan, unit economics, cost, profit, and margins, value proposition, and seed funding. They will practice the venture creation process by forming and running a Campus Venture. A hands-on and experimental approach will enable them to learn the basics of venture creation and start and manage a venture in a relatively risk-free environment in their own academic institution. Overall, they will acquire the skills required to take an idea to market.

- **Learning Outcomes**

At the end of this course, the students will be able to:

- Acquire the skills and knowledge related to the various phases in venture creation process such as creating a business model and building a prototype.
- Practice entrepreneurship by forming and running a Campus Venture as part of a team.

- **Learning Methods**

Videos and quizzes through the on-line Learning Management System (LMS); Classroom learning through an experienced Facilitator/Faculty on campus (Videos, In-class Activities, Outbound Activities); Assignments and Projects including Campus Company; and Practical Experiences including challenges, internships and apprenticeships.

- **Topics**

- Customer Development and Experience
- Testing product (or service) to market fit
- Understanding basics of unit economics, cost and profitability
- Evaluate the efficiency with which customers can be captured and kept
- Early insights on cost of customer acquisition
- Clarifying the value proposition
- Business Model and Plan
- Refining the product/service
- Establish the success and operational matrix
- Other Stakeholder Validation :
  - Test angel investor interest in the solution
  - Pitching to others (Investors, partners, potential key hires)
  - Obtaining seed funding and making the first key hires
  - Validate interest from Partners, Channels

- **INTERMEDIATE PROGRAMME IN ENTREPRENEURSHIP : *START-UP***

*40 Hours, to be taken over one semester. Students' time commitment will be 3-4 hours per week, depending upon semester duration.*

- **Course Overview**

The students who are keen to launch their own venture will take this course. Students will select a vertical and launch their own venture. They will learn about market size, costs, channels and customer acquisition, business model and plan finalization, efficiency and growth processes.

- **Learning Outcomes**

At the end of this course, students will be able to:

- Launch a sustainable venture with a valid business model, with co-founder(s) on or off campus, and real paying customers.
- Create and validate a business model and business plan for their idea.
- Develop the Minimum Viable Product (MVP).
- Implement an inexpensive and optimum Go-to-Market plan for their business.
- Craft and present an effective business pitch for investors, partners and other stakeholders.
- Gain in-depth knowledge and relevant skills about a specific vertical.
- Students build a prototype or service, generate jobs and revenue.

- **Learning Methods and Topics**

Videos and quizzes through the on-line Learning Management System (LMS); Classroom learning through an experienced Facilitator/Faculty on campus (Videos, In-class Activities, Outbound Activities); Assignments and Projects including Student Venture; and Practical Experiences including challenges, internships and apprenticeships.

- Identify the vertical you will operate in and the business opportunity.
- Understand your customers and accurately assess market opportunity.
- Minimum Viable Product and the lean method
- Develop and validate a business model for your venture :
  - o Value Proposition
  - o Customer Segments
  - o Channels and Partners
  - o Revenue Model and Streams
  - o Key Resources, Activities, and Costs
  - o Customer Relationships and Customer Development Processes

- Translate your Business Model into a Business Plan.
- Visioning for your venture
- Take your product or service to market.
- Deliver an investor pitch to a panel of investors.
- Identify possible sources of funding for your venture – customers, friends and family, Angels, VCs, Bank Loans and key elements of raising money for a new venture.
- Marketing Your Business :
  - o Get to market Plan
  - o Effective ways of marketing for start-ups – Digital and Viral Marketing
- Hire and Manage a Team
- Managing start-up finance :
  - o The Concept of Costs, Profits, and Losses
  - o Manage your Cash Flow
  - o Analyse your Financial Performance
- Legal and regulatory aspects for starting up specific to your venture
- Enhancing the growth process and creating scalability (customers, market share, and/or sales)
- Thorough understanding of market size, costs, margins, delivery channels, customer acquisition costs
- Identify areas to build efficiency (product making, service delivery, and channels - key areas of the BM Canvas are identified by now).
- Finalize business model and plan.
- Have a 1-2 year roadmap and trajectory.

- **ADVANCED PROGRAMME IN ENTREPRENEURSHIP: GROWTH**

*40 Hours, to be taken over one semester. Students' time commitment will be 3-4 hours per week, depending upon semester duration.*

- **Course Overview**

The students who already have their own venture will take this course to focus on a growth agenda. They will learn advanced concepts and build sustainability in their venture in various ways such as Growth Financing, process refinement, and scalability.

- **Learning Outcomes**

At the end of this course, the students will be able to:

- Manage and grow their business in terms of jobs and revenue.
- Make a Growth Plan and pitch it to all stakeholders (investors, partners, key employees etc.).
- Sign up for advanced support for entrepreneurs – Mentor Platform.
- Identify key drivers of growth in a venture.
- Develop a growth mind-set.
- Understand the basics of organization and team building; and establishing policies to hire and retain staff.
- Understanding legal and compliance issues related to their business.
- Present a pitch for funding their growth plan.

- **Learning Methods**

Videos and quizzes through the on-line Learning Management System (LMS); Classroom learning through an experienced Facilitator/Faculty on campus (Videos, In-class Activities, Outbound Activities); Assignments and Projects; and Practical Experiences including challenges, internships and apprenticeships.

- **Topics**

- Discovering and assessing opportunities for growth
- Developing a growth mind-set and visioning for growth
- Review the robustness and relevance of business model vis-à-vis current market situation
- Map financing decisions to business models and reiterating business models
- Point of Pivot - Getting to Plan B
- Dealing with stagnation of customer base and developing customer base :
  - o Expansion to new markets – options and strategies
  - o Product Life Cycle – Product Road Map

- *Project to Process*: Build, adapt, test, and establish key processes and systems that enable efficiency
- Continuous and sustained innovation
- Developing the organizational capabilities for growth :
  - o Develop strong leadership capabilities, ability to delegate and manage key leadership tasks.
  - o Streamline operations and organizational design to accommodate growth.
  - o Implement new and effective approaches to marketing and communication for customers, suppliers, and employees.
  - o Acquire new resources for strategic growth: executive hires.
- Planning and streamlining financial processes :
  - o Managing cash for growth
  - o Balance between profitability and growth costs
- Role of business services – accountant, lawyer
- Understanding legal requirements, and compliance issues
- Exit options :
  - o Evaluating opportunities for acquisition
- Growth financing
- Scalability & efficiency improvements

- **EXPERT PROGRAMME IN ENTREPRENEURSHIP : EXPANSION**

*40 Hours, to be taken over one semester (3-6 months). Students' time commitment will be 3-4 hours per week, depending upon semester duration.*

- **Course Overview**

The students who have a sustainable venture will get ready for the expansion phase. They will focus on expansion and go on the path of creating a high-performance company. They will learn advanced concepts such as franchising, renewal, and profit maximization.

- **Audience**

This course will be offered to all the students who have gone through Advanced Programme in Entrepreneurship. It is suitable for students, keen to continue to grow their ventures. Ideally, they will have a reasonable understanding of growth challenges and how to tackle them and would seek to expand further through inputs from this course.

- **Learning Outcomes**

At the end of this course, the students will be able to:

- Effectively tackle growth challenges of their venture.
- Nurture and apply a growth mind-set.
- Continue refining their business model.
- Draw an expansion plan for their venture.
- Scale up their business.
- HR policies, How to attract and retain key management team.
- Focus on revenue maximization.
- Build key aspects of adaptation and sustainability.
- Manage and grow their business in terms of expansion and look for partnerships.

- **Learning Methods**

Videos and quizzes through the on-line Learning Management System (LMS); Classroom learning through an experienced Facilitator/Faculty on campus (Videos, In-class Activities, Outbound Activities); Assignments and Projects; and Practical Experiences including challenges, internships and apprenticeships.

- **Topics**

- Expansion model – Geographical/Franchising/Licensing routes to new market expansion
- Maximizing Profits :
  - o Testing price elasticity
  - o Cost reduction through scaling up
- Expanding offerings
  - o Other revenue streams (partnerships)
- Renewal - Similar to Take-off and Resource Maturity of SMEs

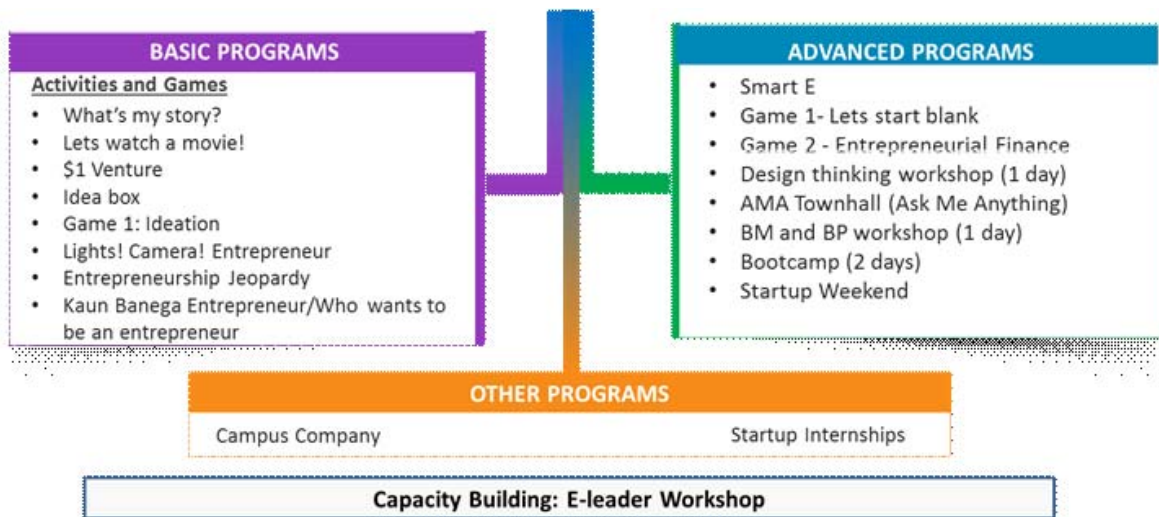
- **PRACTICUM PROGRAMMES**

- Practicum programmes enable real-world experiences that empower students to explore and strengthen their entrepreneurial abilities. Students join E-cells in the first year, build their skills through a series of activities, and practice by starting campus companies as they move forward.
- The Practicum Approach motivates and nurtures entrepreneurial development through hands-on work at the E-Cells. By managing operations of E-cells, interacting with entrepreneurs, organizing workshops, enabling start-up internships, and running



campus companies, students apply learnings to real world situations and challenges. Additionally, all E-Cells participate in entrepreneurship events through the year.

- The Practicum Programme is designed to cater the learning needs of new (basic) students and advanced students in the entrepreneurship learning curve.
- A bouquet of 16 activities, 8 per category will be offered both for the Basic and Advanced students. In addition to two hands-on Programs.
- Additionally, a select number of students from each institute will be trained as E-leaders. These E-leaders manage the E-cells and run the Practicum activities along with the designated faculty.
- The structure of the Programme is provided in the below table.



*N.B. : Structure and content may change from time to time to reflect market dynamics.*