



**IIM KASHIPUR**  
**FOUNDATION FOR INNOVATION AND**  
**ENTREPRENEURSHIP DEVELOPMENT**



Student Training on  
Entrepreneurship & Practices.

**STEP**

*Your first STEP towards owning a company...*

**Organized by,**  
IIM Kashipur FIED  
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## About IIM Kashipur

The Indian Institute of Management Kashipur is a second-generation IIM set up by the Government of India in 2011. It aspires to achieve excellence in management education by using innovative teaching methods, promoting high quality research and practicing leadership.

Recently, it celebrated its ten years of existence. The institute is bestowed with the stunning beauty of nature, lending a wholesome experience to academic rigour. The 200-acre campus, situated just 25 kms away from Jim Corbett National park, spreads loudness and cheers in the serene town of Kashipur, nested in the lap of Himalayas. The institute is also situated near to more than 180 ventures that have set up their plants in and around the region. This strategic geographical positioning provides a vantage point for IIM Kashipur in 'Learning by Doing' through industry interaction and live projects.

## About FIED

Foundation for Innovation & Entrepreneurship Development (FIED) is the incubation centre of Indian Institute of Management Kashipur. It is fully owned and hosted on the campus of IIM Kashipur. It is an initiative to nurture and strengthen the entrepreneurship ecosystem of India. With the help of Ministry of Agriculture, Department of Science and Technology, Uttarakhand Government and other supporting partners, FIED incubates the most promising start-ups of India in the domains of Technology, Tourism, Agriculture, Art, Ayurveda, and Education. The incubation centre is growing in leaps and bounds. Currently, 72 promising startups are incubated at IIM Kashipur FIED. FIED is firm in its resolve to help each and every person in the country who wishes to take up entrepreneurship as a career or play a role in the ecosystem of entrepreneurship.



## What is STEP?

*"Entrepreneurship is not a degree, or a certificate. It is the indomitable spirit to be unique and different. STEP takes that one small yet firm step towards it."*

STEP is an Entrepreneurship Development program for students who are currently undergoing their bachelor's degree. It is a 1 credit hour online program, which means the participants stay indoors yet can benefit from peer learning through active participation. STEP is designed by FIED, IIM Kashipur and is for current graduate students, post graduate students, and others who have never tried entrepreneurship in their life but have a burning desire to own up responsibilities and start-up or for those who want to make a difference in the society through teamwork, and livelihood solutions to extant, persisting problems in their local area.

The whole training program is scientifically designed to cover almost all the basics of entrepreneurship such as innovation, types of livelihood, capacity development, stages of entrepreneurship, crafting a strategy that wins customers, entrepreneurial marketing, hiring star performers, having a growth plan, how to finance a start-up, types of funding, and lastly, building a company that lasts and innovates.

## How STEP will help Students?

"Entrepreneurship" is a buzz word today though startups and businesses go way back in the history. Yet, as per to IBM's report, more than 90 percent of Indian startups fail. Most of the startups are embroiled in infighting, lack of originality, hardly any innovation in the product, and more importantly, lack leadership qualities. These render a startup as a cost factor. At times, the products produced by some of the startups are extremely good, but the issue is in getting these sold in the market at a price that offers a good margin. This lack of revenue is primarily the reason why MNCs are still ruling the roost and are able to sell their products with a good packaging and a promotion thereby keeping all the profits with themselves leaving the sources dry. Hence, this program is designed taking all these factors into consideration so that it helps in finding a viable solution to the problem at hand. Moreover, how would an entrepreneur know if he is choosing the right person or not? How would he ensure continuous innovation and growth? How would he try to build a culture of innovation? For all that, he needs to have the skill and know-how. The program is designed keeping this very fact in mind. The training program touches all the basic aspects of entrepreneurship. More importantly, this cohort of participants will interact with the industry veterans on almost every single day and will be mentored by the professors of the IIM Kashipur.

## Benefits of the Program!

Students in India lack real life experiences in business especially before their graduation. As such, most of these students look towards Jobs as the only option to secure their future. This program gives them real life experiences of entrepreneurship and how to own a company in future. As such, after graduation these students have another way to move forward: by starting up their own venture.

The benefits of the program are:

- Realtime experience in entrepreneurship
- Understanding the basics of entrepreneurship
- Connect with some of the industry veterans
- Certificate of Completion from IIM Kashipur FIED
- Idea validation by panel of industry experts
- Project work evaluated by professors of IIM
- Chance to work with startups



## Any other benefits?

Apart from the above stated benefits, STEP will give a participant an exposure of the IIM culture and also to the unique teaching methodology and innovative solutions at an IIM, which is more of case study based. This cohort will have homogenous group of participants who are from the same background.

## Who should apply?

This program is designed for aspiring entrepreneurs. So, the following can apply.

- Students pursuing their Bachelor's degree.

## Program Details

STEP is not just theoretical in nature. Rather, it focuses on real time learning and practices. The program is divided into 3 modules.

- 1) **Module 1:** Classroom Teaching (online) of 20 hours
- 2) **Module 2:** Practical training with a startup
- 3) **Module 3:** Project work and presentation

Based on the presentation and originality of work, final grades would be awarded to the participants.



## **Course Modules (Classroom training):**

The 20 hour training will have these following Topics:

1. Creativity, the cradle of a startup life.
2. Validating ideas!
3. Design thinking
4. What Users want in a product.
5. How to approach/choose right target audience?
6. Starting with Digital Marketing
7. Legal registrations of a startup Company
8. Secure the idea with IPRs
9. Power of creating community/branding
10. How to represent the idea to stakeholders?
11. Role of Incubation center in a startup
12. Why startups Fail?
13. Preparation of Balance sheet and P/L statements
14. Innovation, the lifeline of a startup
15. Sales and distribution of a product/service
16. How to hire resources in a startup? Why co-founder is important?
17. How to develop an organization structure?
18. Craft a strategy that differentiates.
19. Importance of social entrepreneurship
20. Supply chain management, a powerful differentiator.

**\* Each session is of 1 hour.**

## **Program Duration**

The whole program is of 10-12 weeks of duration.

**Program Mode/Venue:** Online (Zoom Meeting)

## **Program Fee**

The course fee for the whole program is 15,000/- INR exclusive of 18% GST.

## FIED PROGRAMS

- Agripreneurship Oreintation Program (SAHAS)
- Agri Incubation Program (SAKSHAM)
- IIM Kashipur Incubation Program (DRISHTI)
- UDAY- Entrepreneurship Development Program
- VIKAS- Entrepreneurship Development Program

**5.5 Cr.**  
**Total fund released.**

Initiatives by,  
Ministry of Agriculture and Farmers' Welfare,  
Govt. Of India  
&  
HDFC CSR FUND SCHEME "**PARIVARTAN**"

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