



IIM KASHIPUR FOUNDATION FOR INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT

Aarambh

Begin the journey of entrepreneurship...

ORGANIZED BY,

IIM KASHIPUR FIED KUNDESHWARI, KASHIPUR



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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 Aarambh ?

Aarambh is an Entrepreneurship Development FIED Program for post graduate students by FIED, IIM Kashipur. It is a 40 hour course and is an online program, which means the participants have to stay indoors yet can benefit from peer learning through active participation. Aarambh is designed by FIED, IIM Kashipur and is for working post graduate students, who have never tried entrepreneurship in their life but have a burning desire to own up responsibilities and start-up 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 your start-up, types of funding, and lastly, building a company that lasts and innovates.

How Aarambh will help Students?

"Entrepreneurship" is a buzz word today though startups and businesses go way back in the history. Yet more than 90 percent of Indian startups fail. Most of the startups are embroiled in infighting, lack of originality, hardly any innovation, and lack of leadership qualities that render them almost as a cost factor. The products produced by these startups are extremely good, but the issue is in getting them 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 keeping these factors into consideration so that it helps in finding a viable solution to the problem at hand.

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!

Aarambh will help the participant to question the viability and feasibility of the product, which the participant is either planning or working on. The program will introduce to the basics of small business problem and also open avenues of sources of funding. It will also teach how to capacity develop and how to make a company out of the idea. Moreover, it has also focus on making the startup work more efficiently. The program will introduce entrepreneurial marketing to the participants and help them focus on the niche market to create a brand for itself. Lastly, the program will ensure that the participants understand more about hiring the right resources, and a bit of culture building.

Highlights of the program:

- Covers all the aspects of entrepreneurship
- Focuses on various funding schemes for startups
- Courses would be taught by IIM Professors,
- Get connected to industry veterans and real entrepreneurs
- Throws light on Intellectual property and
- how to get IP certification
- Validates your business idea and business model.

Any other benefits?

Apart from the above stated benefits, Aarambh will give you 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 ..

- Students pursuing their Master degree.
- Those who want to learn the entrepreneurship ecosystem

Course Fee

The course fee for the whole program is **20,000/- INR** exclusive of **18% GST**.

Course Modules:

The 40 hour program 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. Scaling up with Advance marketing
8. Legal registrations of a startup Company

9. Secure your idea with IPRs
10. Power of creating community/branding
11. What Investors want?
12. A parallel support of Govt. to startups
13. Let play a game of valuation
14. How to represent your idea to stakeholders?
15. Role of Incubation centre in a startup
16. Building a scalable business model

25. Need of Quality and Inventory Management
26. How to hire resources in a startup? Why co-founder is important?
27. How to develop an organization structure?
28. Craft a strategy that differentiates.
29. Craft a growth strategy.
30. Funding and its types. Why CSR is a promising fund?
31. Importance of social entrepreneurship
32. Supply chain management, a powerful differentiator.

17. Why startups Fail?
18. How to retain our customers?
19. Preparation of Balance sheet and P/L statements
20. Creative content management
21. Lean Management
22. A core team that shields your startup
23. Innovation, the lifeline of a startup
24. Sales and distribution of a product/service



Session Duration: Each session is of 75 Minutes.



FIED PROGRAMS

Agripreneurship Orientation 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,
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