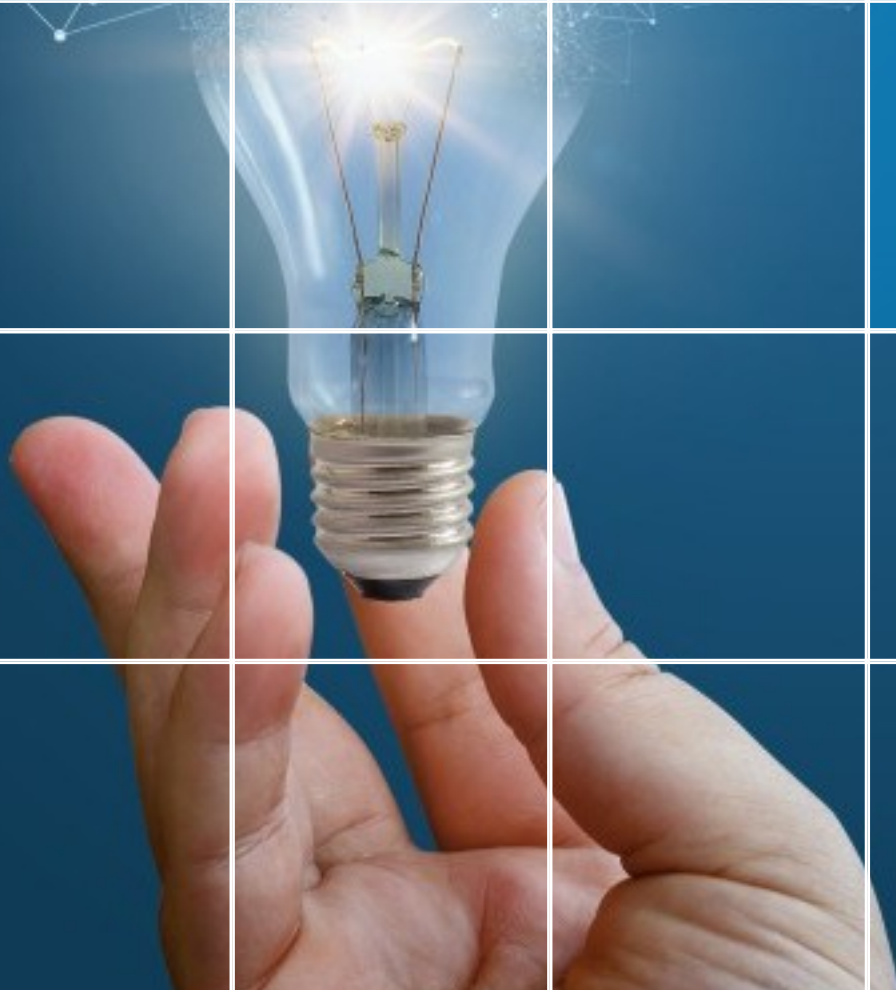


Promoting Innovations & Entrepreneurship through Incubation

January 16, 2023 to February 24, 2023
(6 weeks)



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Rationale:

Globalization and liberalization of economies and the growth of ICT have created enormous opportunities for knowledge-based ventures. Innovation and entrepreneurship are critical drivers of social and economic development. With increasing awareness around the world, especially in developing economies, about the need to promote Innovation and Entrepreneurship, policymakers and other stakeholders increasingly view business incubation as an important tool to unleash human ingenuity, enable competitive enterprises and create sustainable jobs. This has resulted in the growth of Business Incubators to support new ventures, overcome the challenges faced by entrepreneurs and establish an ecosystem for the venture initiation process so that the start ups are successful.

Objectives:

The challenges of developing an effective business incubator can be met only by preparing and equipping the Incubation Managers in all the functional areas of the business incubation process. This can be done only through sharing of knowledge between incubation managers who have learned these processes by experience.

Engaging in international networking will also allow the incubators in developing countries to more rapidly adapt internationally recognized best practices. These programmes will also make the incubation managers understand the commonalities among the business incubators across regions and draft a strategy for the effectiveness of the incubator, based on the local conditions and environment.

Target group:

The programme has been specially designed for professionals involved in activities related to promoting innovations through Entrepreneurship interventions.

It is especially suited to:

- **Incubation Managers**
- **Academia/Professionals intending to set up Incubation Centers**
- **Business Counselors**
- **Entrepreneurship Trainer-Motivators**
- **Business Promotion Officers**
- **Executives of Government Organizations engaged in Investment/Business Promotion**
- **Business Advisors/Consultants**

Course Content:

The programme is designed to have four modules to answer the following key challenges faced by the incubator managers:

Module 1 - Entrepreneurship, Innovation and Start-up Ecosystem; to facilitate participants learning this module, the following inputs will be provided

- Entrepreneurship Development Process
- Start-up Ecosystem
- Role of Incubator Manager
- Entrepreneurship Support Mechanisms
- Development inputs in New Enterprise Creation Programme
- Start-Up Policy Initiatives: International Experiences
- Concepts of innovation
- Types of innovation

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Module 2 - Setting up & Managing Business Incubator

- Role of Innovation, Incubation & Entrepreneurship in Developing Economies
- Theory of Innovation
- Role/Importance of Innovation
- Setting-up Business Incubator: Concept, Methodology & Approach
- Planning, Managing, Administering Incubator
- Incubators as Instruments of Local Area Development

Module 3 - Business Model & Fund Raising

- Business Model Analysis / Innovation of Business Incubators in Emerging Economies
- Writing a Winning Proposal
- Fund Raising for Companies
- Developing an Incubatee Business Plan

Module 4 - Sustainability and Growth of an Incubator

- Strategic Management of Business Incubator a Balanced
- Scorecard Approach
- Value-Added Services of an Incubator
- Promoting Specialty Incubators
- Ideal Business Incubator in Emerging Economies - Beneficiary Perspective
- Technology Commercialization through Incubation
- Establishing and Managing Private Incubators & Accelerators

Benefits to participants:

The Programme helps the participants in acquiring an insight and good understanding on various aspects like:

- Identifying and analyzing constraints and barriers to promote innovations and devise appropriate strategies;
- Initiating, planning and implementing business incubation activities for promoting knowledge-based enterprises;
- Sensitizing the environment for extending timely assistance and support required for the establishment of technology based business ventures;
- Counselling the entrepreneurs in various areas of business establishment and management.

About the Institute:

A national resource institute in entrepreneurship training, research, education and institution building; EDII has successfully brought about a change in the way entrepreneurship is perceived. The Institute is recognized as Centre of Excellence by the Ministry of Skill Development and Entrepreneurship, Govt. of India and anchors academic programmes, conducts research and implements projects in the areas of micro, small and medium sector entrepreneurship.

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Institute's Association with ITEC

EDII's association with Indian Technical & Economic Cooperation (ITEC) Division of the Ministry of External Affairs, Govt. of India, started in 2000-2001. Over these 21 years of fruitful association, the Institute has organized 175 training courses [171 short-term (6/8 weeks) and 4 long-term (2-year Post Graduate course)], encompassing various facets of entrepreneurship / investment promotion and groomed over 4200 professionals across the world. Representatives from 137 ITEC countries have participated in these courses which not only build the skill capacities of officials but also focus on strengthening bilateral and regional ties with ITEC countries.

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