



Certificate Course in Entrepreneurship Development for Defence Personnel (Officers)

December  04 2023 to May  20 2024



**Entrepreneurship
Development
Institute of India
Ahmedabad**

Certificate Course in Entrepreneurship Development for Defence Personnel (Officers)

Amid spurring entrepreneurial activities in the country, with the 'Startup India scheme' and similar schemes launched under the leadership of Prime Minister Shri Narendra Modi, there is a huge scope and support for entrepreneurial ventures by the defence personnel. With India at crossroads in its ambitions to emerge as an economic superpower, our defence personnel after their retirement from service, can bridge the need gap of skilled manpower and our young retired soldiers can contribute in various fields.

Various studies and reports have indicated that retired military personnel across the World have become successful as an entrepreneur and achieved greater heights. A small country like Israel, with roughly 9 million people, produces more start-ups and receives more venture capital per capita than any nation in the World. The credit goes to the Israeli Defence Forces, which is playing a key role in developing Israel's high-tech know-how, which has resulted in the country having the highest concentration of start-ups per capita in the World and consistently ranking as a global leader in innovation.

Start-ups are increasingly achieving success in every sector- be it technology, healthcare, e-Commerce, services, etc. Numerous opportunities have emerged in the domain of smart tech driven businesses, drones and artificial intelligence, block chain, machine learning, along with several traditional manufacturing and service based opportunities. However, defence sector is yet to witness the entry of budding Entrepreneurs. This sector needs products with high precision, ruggedness to withstand extreme conditions, and reliability over a long period. Ex servicemen with years of experience in the sector can help meet the above requirements.

Few examples of defence personnel created enterprises of world repute are Marine Solutions by Major General S. Dutta, Tulip Telecom by Lt. Col. H.S. Bedi, Healthy World by Colonel. Rajeev Mannali, Mitkat Advisory Services of Colonel Samrendra Kumar and an ex-Navy officer Pavan Desai, Olive Planet-online one-stop shop for all military things by Captain Chethan YK and Captain Niranth Bymana, Faujnet by Captain Ramana Rao Venkat and Flight Lieutenant Srinath, Onetimejobs- a personalised services provider owned by Major Prashant Rai, and Narang Creations founded by Major Sonal Gupta- a member of the first few batches of women officers to join the Indian Army.

Commissioned officers are leaders with self-discipline and courage who handle critical situations while performing their duties and making real-time decisions. They have the ideas, problem solving skills, and creativity. They can prove to be an excellent entrepreneur. However, they have to be enabled to use the creativity and their good ideas and translate them into workable methodologies for 'doing things better' or commercially viable products or new practical approaches and processes that improve the standard of life. Modern day businesses are technology driven and market oriented, which requires new age knowledge and skills.

In the above context, Entrepreneurship Development Institute of India (EDII), which is recognised as Centre of Excellence by the Ministry of Skill Development & Entrepreneurship, Govt. of India and has over 40 years of experience in creating and nurturing entrepreneurs, offers Certificate programme in Entrepreneurship Development for Officers of Indian Defence Forces, specifically designed for defence personnel wherein they can convert their ideas to viable businesses. EDII is positioned in the band of 11-50 (Innovation Category) Under NIRF India Rankings 2023.

Programme Overview

The training program is explicitly created for defence personnel with entrepreneurial aspirations to inspire critical thinking and foster their dreams through an academically demanding and on field practical learning experience. It empowers participants to imagine, recognize, and develop unique business ideas. Participants will be equipped to be inventive leaders, learn financial skills to raise capital, and other essentials of management skills like, operations management, marketing, strategy, human resource management and organizational behaviour, Information technology, economics, accounting, and supply chain management.

Programme Objectives

The training Program will improve ability to translate ideas into sustainable business prospects and support technological innovation into a profitable enterprise. The specific objectives of the training program for officers are to:

- 1 orient participants towards entrepreneurship education and business management.
- 2 enlighten about the comprehensive entrepreneurship development and Startup process.
- 3 familiarize with the available support system for promoting new entrepreneurs and startups.
- 4 equip with the requisite skills, knowledge and competencies for effective initiation and management of their entrepreneurial venture.
- 5 mentor and handhold to set up their own enterprises while creating multiple opportunities & jobs for others.

Course Design:

The training programme will be conducted during 4th Dec 2023 - 20th May 2024 in 4 different phases over 6 months, with 5 months of classroom sessions, and 1 month of field based market research for opportunity identification and market analysis. Need based online mentoring support will also be provided. The details of the phases are listed below

1

Phase 1: Business Basics

- Basics of Entrepreneurship
- Ideation and Design thinking
- Opportunity Identification
- Marketing
- Business Economics
- Accounting & Costing
- Financial Management
- Business Communication

2

Phase 2: Market Research

- Industry Verticals
- Guidance on conducting market research
- Market Survey

3

Phase 3: New Enterprise Creation Requisites

- Startup Garage
- Business Analytics
- Launching & Managing Enterprise
- Legal Aspects of Business
- Communication and Pitching
- Entrepreneurial Financing
- International Business
- Business Plan Preparation

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Phase 4: Growth & Sustenance

- Mentoring & Handholding Support
- 2 interactive sessions per month

1st Training: 4th Dec23-20th May24			
Phase 1	Business Basics	(Duration: 2.5 months, Class room sessions)	Phase 1 aims to make the participants acquire the conceptual knowledge, analytical skills and techniques, and contextual understanding. By the end of this phase a participant is expected to have identified an opportunity and be thorough with fundamentals of entrepreneurship and management skills.
Phase 2	Market Research	(Duration: 1 month, On field)	This phase involves the market research by participants for the selected idea or opportunity by the participant applying the knowledge and skills acquired by the participants in phase 1. Guidance and mentoring will be provided through virtual means for effective outcomes.
Phase 3	New Enterprise Creation	(Duration: 2.5 months, Class room sessions)	The participants will be provided inputs on new enterprise creation, business planning, mobilisation of resources, and enterprise management. At end of this phase, the participants will be ready to pitch their business plan or detailed project report for funding.
Phase 4	Growth & Sustenance	(Online support: need based)	The participants are expected to implement their business plans on ground and launch their enterprises. EDII will also provide need-based online mentoring support to iron out difficulties in business plan implementation and enterprise set up.

Colour Code		Classroom Sessions		Learning through fieldwork		Virtual Mentoring support
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Pedagogy / Methodology

- 1 Case studies, role plays, simulation exercises & Lectures-cum discussions
- 2 Projects and group based assignments
- 3 Experience sharing and presentations/practice sessions
- 4 Interaction with domain specific experts and successful entrepreneurs

The course instructor will provide a course outline detailing the course objectives, contents, evaluation pattern and the appropriate references. Reading material or a book will also be provided to participants. A visit to different industries will also be conducted in order to understand the organization working in real environment and for practical insights.

Evaluation

Performance of participants will be monitored on a continuous basis through quizzes, assignments, tests and examinations. To qualify an examination, the participants are required to fulfill all academic requirement.

Programme Outcomes

On completion of the course, the participants shall be able to:

- 1 gain good understanding of entrepreneurship and startup ecosystem.
- 2 identify opportunities and assess the requirements of different sectors, necessary for selecting entrepreneurship as the second career.
- 3 work on viable business idea to start an enterprise or create value for existing business.
- 4 pitch business plan before banks and other investors seeking necessary funding support.
- 5 mobilize people and resources to create value and setup enterprise.

EDII will facilitate market & financial linkages and other handholding support to the participants in their venture. Incubation support can also be provided to participants on the need basis.

Admission Procedure

The selection of participating officers would be made by the Director General of Resettlement (DGR) India based on the applications received directly by them. For more details please visit - www.dgrindia.com

Certification

On successful completion of the programme participants will be awarded with a '**Certificate Course in Entrepreneurship Development**'.

ABOUT THE INSTITUTE

The Entrepreneurship Development Institute of India (EDII), Ahmedabad was set up in 1983 as an autonomous and not-for-profit Institute with support of apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDII Campus. EDII has been recognized as the CENTRE OF EXCELLENCE by the Ministry of Skill Development and Entrepreneurship, Govt. of India. The Institute has also been listed as the Institute of National Importance by Education Department, Govt. of Gujarat.

EDII moved on to adopt the role of a National Resource Institute in Entrepreneurship training, education, research, MSME development, innovations and institutional building. EDII's development model has been broad-based nationally and internationally too, with the setting up of Entrepreneurship Development Centres in Cambodia, Laos, Myanmar, Vietnam, Uzbekistan and Rwanda.

In consonance with the emphasis on startups and innovations, EDII hosted the Technology Business Incubator, CrAdLE - Centre for Advancing and Launching Enterprises in the year 2016, with the support of NSTEDB, DST, Govt. of India.

EDII has successfully brought about a change in the way entrepreneurship is perceived. The Institute has earned regional, national and international recognition for boosting entrepreneurship and start-ups across segments and sectors through innovative models and by intermediating creatively among stakeholders such as; new age potential entrepreneurs, minorities and the disadvantaged, existing entrepreneurs, incubation centre professionals, policy makers and venture capitalists. The Institute conducts a variety of programmes and projects through its 7 regional offices and PAN India branch offices, under the *Departments of Policy Advocacy, Knowledge and Research, Entrepreneurship Education; Projects (Government & Corporates); Business Development Services & National Outreach and Developing Economy Engagement.*



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