

BROCHURE

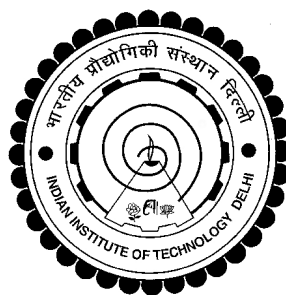
e-ITEC Course 2021-22

Entrepreneurship Innovation and Design for Catalysing Rural Economy

Dates : 6th September to 17th September 2021

Mode of Delivery : Online Webinar

Coordinator : Prof V M Chariar, IIT Delhi



Entrepreneurship Innovation and Design for Catalysing Rural Economy

Course Synopsis : This interdisciplinary learning experience “Entrepreneurship Innovation and Design for Catalysing Rural Economy” is for e-I-TEC participants who wish to apply the multiplier effect arising out of integrating technology, innovation, design and entrepreneurial skills while addressing issues critical to society. This course would enable participants to powerfully apply their domain knowledge in an interdisciplinary setting. Participants would learn how Indian Innovators have collaborated and co-created and worked with various organs of Govt of India’s Startup Ecosystem to solve real-life challenges at scale. The short term course is designed for policy makers, government officials, elected representatives, prospective entrepreneurs, corporate managers, academicians and researchers. The Faculty Members and Resource Persons associated with delivery of this short-term course have rich experience in entrepreneurship, product design, understanding user needs and in translating innovative research into successful products and businesses. The course mentors would be happy to engage and support the participants to carry forward the course outcomes into tangible interventions - both impact interventions and disruptive products and services - that add value to society at large.

Aims of the Course : The single most important aim of the course “Entrepreneurship Innovation and Design for Catalysing Rural Economy” is to empower government officials, industry participants, entrepreneurs, academicians and researchers in developing nations across the world by exposing them to the nexus of the talent pool of Innovators in India and to the Indian Innovation Ecosystem which has resulted in entrepreneurs creating wealth, improving quality of life and multiplying livelihood opportunities in the rural economy.

Course Objectives / Learning Objectives :

The course objectives are as follows :

- To familiarize participants with key concepts in technology, innovation and design for creating impact - from need identification to deployment.
- To appreciate the community nature of many basic needs, user and market characteristics, delivery and scaling up considerations, and the strategic roles of various stakeholders - government, industry and citizen groups.
- To understand the implications of different social, economic and cultural contexts for entrepreneurship, innovation and design of products, businesses and services.

Course Outline (Draft)

| Module No. | Contents | Date & Duration |
|------------|--|--|
| 1 | Course Introduction & Keynote Speaker | 6 Sep 2021 (Monday) 2 pm - 5 pm |
| 2 | Understanding Society : Cultural, economic and social views | 7 Sep 2021 (Tuesday) 2 pm - 5 pm |
| 3 | Entrepreneurship - T+I+D Approach | 8 Sep 2021 (Wednesday) 2 pm - 5 pm |
| 4 | Design Thinking for Impact : Water Success Stories | 9 Sep 2021 (Thursday) 2 pm - 5 pm |
| 5 | Up Scaling Innovation : Stories from Health | 10 Sep 2021 (Friday) 2 pm - 5 pm |
| 6 | Appropriate and Frugal Technologies : Agriculture & Sanitation | 13 Sep 2021 (Monday) 2 pm - 5 pm |
| 7 | Minimum Viable Product : Cases from Sanitation & Agriculture | 14 Sep 2021 (Tuesday) 2 pm - 5 pm |
| 8 | Value Proposition Design | 15 Sep 2021 (Wednesday) 2 pm - 5 pm |
| 9 | Business Model Canvas | 16 Sep 2021 (Thursday) 2 pm - 5 pm |
| 10 | Keynote Speaker & Course Valedictory | 17 Sep 2021 (Friday) 2 pm - 5 pm |
| | Total Contact Hours | 30 + 6* = 36 |

* 6 Hours of Additional Office Hours would be intimated on Day One of the Course for Participants to connect to Additional Recorded Content, Tutorial Sessions, Doubt Clarification, Course Assessments etc.

Expected Course Outcomes :

On successful completion of the course “Entrepreneurship Innovation and Design for Catalysing Rural Economy”, the participants will be able to

- Utilize the multiplier effect arising out of Technology, Innovation & Design (T + I + D Approach) to develop innovative products and services.
- Chart a Road Map beginning with Need Assessment followed by Design Thinking approach to take innovative solutions to market.
- Discover the Art of Entrepreneurship through Minimum Viable Product, Business Model Canvas and Value Proposition Design
- Strengthen various elements of the Startup Ecosystem by applying the E +T+ I+ D approach to societal issues such as Well-Being, Agriculture, Nutrition, Education, Sanitation and Health.

Target Audience : This interdisciplinary short term course is designed for policy makers, government officials who design and implement programmes, elected representatives, successful as well as aspiring entrepreneurs, industry associations, corporate managers, academicians and researchers.

Eligibility of the participants : The course is transdisciplinary in nature and is open to participants who are keen to support and catalyse or launch entrepreneurial solutions in their respective nations with a view to catalyse the economy and uncover the fortune at the bottom of the pyramid.

Course Coordinator :

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