

ENTREPRENEURSHIP ESSENTIALS

E²

Empowering New Age Entrepreneurs





About AIM, NITI Aayog

The Atal Innovation Mission (AIM) under NITI Aayog is working to create a dynamic ecosystem for startups and entrepreneurs across India. AIM has established world-class incubators, known as Atal Incubation Centres (AICs), at universities, institutions, and corporates. These centres aim to support innovative entrepreneurs who want to build scalable and sustainable businesses.

The NITI Aayog replaced the Planning Commission to be more relevant and responsive to the current economic needs of the country, promoting innovation and entrepreneurship.

About RMP

Rambhau Mhalgi Prabodhini (RMP) is a unique leadership development academy working since 1982. It nurtures, imparts training and builds capacity of elected representatives, social workers as well as people running institutions, organizations and startups. Additionally, RMP focuses on conducting on-the-spot studies, surveys, research and various public awakening activities.

It is one of its kind of such institution in the entire South-East Asia. United Nations Economic and Social Council had recognized RMP as an NGO in special consultative status in the year 2006.

About AIC-RMP

AIC- Rambhau Mhalgi Prabodhini Foundation (AIC-RMP) is supported by Atal Innovation Mission (AIM), NITI Aayog and was inaugurated on January 20th, 2019. It has been recognized as a 'Social Impact' Incubator & created a strong community of 150+ Founders, 75+ startups, 80+ mentors, 70+ Academic & Corporate Partners. The Incubated startups have created 500+ direct & 2,000+ indirect jobs.

AIC-RMP supports Agriculture, Education, Healthcare & Social impact based ventures. AIC-RMP has been sanctioned SISFS funds (Startup India Seed Fund Scheme) under DPIIT, Govt. of India.



Why This Program?

- **Youth Demographic Advantage:** India has one of the youngest populations globally, making it crucial to provide the right skills and opportunities to harness this potential.
- **Job Creation and Economic Growth:** Startups play a vital role in job creation. In Zepto, for instance, has revolutionized the grocery delivery market, creating thousands of jobs and streamlining supply chains. Similarly, Cred has transformed the credit card bill payment space, providing employment opportunities and fostering financial inclusion.
- **Need for Innovation in Key Sectors:** Sectors like Agriculture, Education, and ICT are essential for India's growth. Innovations in these areas can improve productivity, educational outcomes, and technology adoption.
- **Support for Startups:** Despite high entrepreneurial spirit, startups need structured support to succeed. This program offers structured sessions, mentorship, funding opportunities, and a supportive ecosystem.
- **Government Initiatives:** Initiatives like Startup India and AIM promote entrepreneurship. This program complements these initiatives by providing practical learning and resources.

In India, the entrepreneurial ecosystem is growing rapidly. Successful startups like Zepto and Cred demonstrate the potential of innovative ideas to drive economic growth and job creation. However, challenges such as regulatory hurdles, funding gaps, and lack of expert guidance persist. This program by AIC-RMP aims to bridge these gaps by offering comprehensive support and training, enabling entrepreneurs to turn their ideas into successful businesses and become job creators rather than job seekers.

Duration

About the Programme

2 Days (Residential at RMP Campus)

Target Audience



**Budding
Entrepreneurs**



**Student
Innovators**



Professionals



Educators

Batch Size | Up to 40 Participants

Modules

• Understanding Self (Entrepreneurial mindset/traits)

Importance of Founder & traits for success. To work on the right mindset & use of matrix to understand Founder's 'Strengths'

• Creative user-research techniques

User Research Techniques tools that lead to deep insights about user behaviour as Consumers often don't say what they want.

• Ideation

Learn techniques to induce Blue-sky thinking for generating solutions

• New Product Development Framework

Framework to choose the right features while building a product i.e. just the right amount & not too many to confuse users

• Reimagining business models

Use of case studies to explore how startups have surged past competition by deploying unique business models and underlying traits of such business models.

• Lean canvas creation

To visualise a business model using the lean canvas template which helps to focus on certain actionable building blocks

• Fundamentals of Finance

- Income statement – Understanding Costs and Revenue
- Balance sheet – Understanding Assets and Liabilities
- Cashflow statement – Analysing flow of cash into the business due to various activities
- Break - even analysis
- Key Financial ratios
- Making a simple business plan

• MVP Creation

- Why MVP – Key aspects;
- Creating MVP – Steps & Models;
- Practical Activities

• Basics of Legal, Compliances & IP

- Pre-Incorporation and Incorporation
- DPIIT Recognition, MSME Registration
- Employment Agreement
- Intellectual Property Rights – Registration and Benefits
- Third Party Contracts – Vendor and Customer Contracts
- Sources of Early-Stage Funding & Legal Implications

• Art of Pitching

- Key components of a good pitch-deck
- Ensuring your pitch-deck is in 100% sync with business model
- Storytelling as part of pitching

Key Takeaways

- Certificate of participation from AIC-RMP, supported by AIM-NITI Aayog
- Pre-Incubation, Incubation and/or funding opportunities with AIC-RMP
- Peer learning and opportunities to find co-founders
- Access to the startup ecosystem, including angel investors
- Guest sessions by Startup Founders / Incubatees
- 2-3 follow-up mentoring sessions (case-to-case basis) post-programme



DR. KAUSTUBH DHARGALKAR
Dean-Business Design & Innovation,
Welingkar Institute of Management

[kaustubhdesignthinking](#)



DIPESH MOHILE
Managing Partner,
IIA Ventures LLP

[dipeshmohile](#)



PRADEEP MALU
Founder & Director,
Inovent Solutions Ltd.

[pradeepmalu](#)



DR. SAPNA MALYA
Associate Professor,
S. P. Jain Institute of
Management & Research

[dr-sapna-malya-23260725](#)



ADV. HEMANT KELKAR
Founder & Principal,
VCounsel Legal Services

[hemant-kelkar-10b06617](#)



UDAY WANKAWALA
CEO, AIC- Rambhau Mhalgi
Prabodhini Foundation

[udaywankawala](#)

AIC-RMP Impact

75+

Start-ups
Incubated

500+

No. of Jobs
Created

**INR
35+
Cr**

Funding
Raised

75+

Number of
Mentors

30+

Collaborative
Programs

50+

Corporate
Partners

10+

Investment
Partners

20+

Academic
Partners

Course Fees

..... Till June 2024

For detailed information regarding course fees and available scholarships, please contact our administration.



Point of Contact

GLORIYA MALYA (Front Desk & Admin Executive)

+91-85915 99375

contact@aic-rmp.org

www.aic-rmp.org