



IGDTUW-Anveshan Foundation

IGDTUW Campus

Kashmere Gate, Delhi-110006

<http://www.anveshanfoundation.org>

Six Weeks Online Internship Program - 2021

On

Family Business & Entrepreneurship

1. Introduction:

IGDTUW Anveshan Foundation is incorporated as a Section 8 company under the Company's Act 2013, MCA, GoI. It is promoted by 'Indira Gandhi Delhi Technical University for Women (IGDTUW)' and recently received status of DST – TBI.

Prime objective of IGDTUW Anveshan Foundation is to motivate and facilitate budding entrepreneurs towards their successful entrepreneurial journey, proving their success story, contributing entrepreneurial spawning and ultimately converging benefits to the society.

2. Objectives of Internship:

- To develop business acumen to the members of family in business.
- To maintain ethics, family and business together (with harmony) under one roof.
- To provide pragmatic skills on marketing, human resource, supply chain, production, finance, investment etc.
- To make participants understand the Indian Entrepreneurial Ecosystem and explaining them the keys for business success.

3. Eligibility:

- Anyone active in the entrepreneurial ecosystem, stake holders, students, aspiring entrepreneurs, founder & promoters of a start-up and other facilitators.

4. Course Fee:

- INR 1500/- (to be paid by online ECS mode)
- Copy/ Picture of online receipt is to be attached in the Application Form

5. Internship Scheme

Internship has two components as mentioned below:-

Parameters	Duration (in weeks)	Details	Dates
Online pragmatic sessions	4	Total 32 sessions in four weeks	June 14 to July 10, 2021
Project Report Preparation	2	2 weeks' time for project report with 08 sessions	July 12 to July 23, 2021

6. Major Contents of the online sessions

Session Number	Contents	Each Session of 1 hour (total 32 hours)
Section A	Creativity & Innovation in Entrepreneurship	2
Section B	Family Values and support in business	2
Section C	Developing corporate entrepreneurship	2
Section D	Product Development and refinement	2
Section E	Intellectual Property Rights	2
Section F	Pre-sales strategies	2
Section G	Digital Marketing	2
Section H	Sales and post sales strategies	2
Section I	Information Technology - 1	2
Section J	Information Technology - 2	2
Section K	Project reports preparation	2
Section L	Bank Loans	2
Section M	Financial Management	2
Section N	Government Schemes for Start-ups	2
Section O	Alternate Investment Fund	2
Section P	Incubation Centres in India	2

7. Project Work

Project Work will be based upon Start-up Evaluation, Study of functional area or Case Study.

*Some of the suggested topics of the Project Work are mentioned below

*More topics may be discussed during the online interaction (in sessions)

1	Study of Business Environment in Readymade Garment Industry
2	Women Entrepreneurship in India
3	Role of Women in Family Business
4	Role and process of digital marketing for micro entrepreneurs
5	Growth Hacking Strategies and their implementation
6	Future of Fintech and Edutech in next five years
7	World Economic Crisis and Revival in last 100 years
8	Sector-wise study in small businesses
9	Involvement of IT in functional areas
10	Business ethics: - its role and advantages
11	Micro Enterprise Management & Micro Financing

8. Important Dates

Last date to apply	:	June 11 2021
Internship Starting Date	:	June 14 2021
Internship Completion Date	:	July 23 2021
Duration of online sessions	:	June 14 2021 to July 10 2021 (weekdays)
Duration provided for project report	:	July 12 2021 to July 23 2021

Submission of Final Report : By July 24 2021

Issuance of Internship Certificate : July 25 2021 (after successful completion)

Registration Link: <https://bit.ly/31WZ2Ld>



(SCAN QR TO REGISTER)

Any queries could be emailed at anveshan@igdtuw.ac.in

9. Bank's details for fee payment

S.N.	Particulars	Details
1	Name & Address of the Beneficiary	IGDTUW Anveshan Foundation
2	Account Number of the Beneficiary	09001000021199
3	Name & Address of the Bank Branch	Punjab & Sind Bank GGSSIP University, Kashmere Gate Delhi - 110006
4	Fee (Amount to be transferred)	Rs. 1500/-
5	IFSC Code	PSIB0001098