

## Proposed e-ITEC Course 2021-22

# Entrepreneurship Innovation and Design for Catalysing Rural Economy

**Dates : 06<sup>th</sup> September 2021 to 17<sup>th</sup> September 2021**

**Venue : IIT Delhi (Via Webinar)**

**Coordinator : Prof V M Chariar, IIT Delhi**

<b>PART A</b>	<b>Synopsis, Aim, Objectives, Course Contents, Outcomes, Audience, Eligibility</b>
<b>PART B</b>	<b>Indian Success Stories, Govt &amp; Pvt Sector Engagement, Sectoral Focus, Rationale</b>
<b>PART C</b>	<b>Co-ordinator Contact Details</b>



# Entrepreneurship Innovation and Design for Catalysing Rural Economy

## PART A

(Synopsis, Aim, Objectives, Outcomes, Audience, Eligibility)

a. **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.

b. **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.

**c. 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.

**d. Course Outline (Draft)**

<b>Module No.</b>	<b>Contents</b>
1	Course Introduction & Keynote Speaker
2	Understanding Society : cultural, economic and social views
3	Entrepreneurship - T+I+D Approach
4	Design Thinking for Impact : Water Success Stories
5	Up Scaling Innovation : Stories from Health
6	Appropriate and Frugal Technologies : Agriculture & Sanitation
7	Minimum Viable Product : Cases from Sanitation & Agriculture
8	Value Proposition Design
9	Business Model Canvas
10	Keynote Speaker & Course Valedictory

e. **Expected Course Outcomes of the Course :**

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.

f. **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.

g. **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.

## **PART B**

**(Sectoral Focus, Indian Success Stories, Govt & Pvt Sector Engagement, Rationale)**

**Sectoral Focus :** The course is focussed on the areas of Agriculture, Health, Water and Sanitation and will focus on how Indian startups have created and bridged gaps and challenges through innovative solutions.

**Examples of Indian Success Stories :** There are hundreds of success stories in India's water, sanitation, agriculture and health sector where innovators have leveraged technology, design and business approaches to create viable, successful and scalable enterprises which are adding value to the economy by creating impact and are delivering quality products, goods and services. In the Water and Sanitation space, some enterprises which have developed innovative solutions include Ekam Eco Solutions, Svadha, EcoPro. Start-up's that have shown promise in the Agri Space include Crofarm, Aarav Unmanned Systems, Aibono, CropIn, Grofarm, Ninjacart, and Waycool. In the Rural Health space, Gramin Healthcare, Forus Health and 3Nethra Classic are creating societal impact.

**Exposure to Indian Policy and Governmental Setup :** Govt of India has established a strong Startup Ecosystem powered by NITI Aayog which has been anchoring the Startup India Programme. Through a highly networked organisation structure composed of DST, DBT, Atal Innovation Mission, NIDHI & PRAYAS Schemes, Incubators and Accelerators, the Technology Development Board, a plethora of innovative enterprises have been supported to scale up innovation for impact. The course would expose participants to how startup ecosystem has been strengthened from diverse perspectives of knowledge generation, knowledge protection, and knowledge translation. It would also give a glimpse into financial policies which have been instrumental in strengthening and supporting the innovation ecosystem. The I-TEC Course will provide avenues opening avenues for mutually beneficial bilateral and multilateral policy level engagement.

**Connect to Private Sector & Industry :** Interaction with Industry bodies such as CII, FICCI, ASSOCHAM, PHD Chambers of Commerce etc. would be organised as part of the course covering exposure to Technology Business Incubator, IIT Delhi, THSTI Faridabad and to Co-Working Spaces such as 91 SpringBoard and myHQ. The I-TEC Course will provide avenues for mutually beneficial commercial engagement as well as knowledge exchange between various nations.

**Rationale :** India has seen a 100 x rise in establishment of startups, IPR filing, translational research and rise of several unicorn enterprises over the last ten years. This has led to outcomes such as innovation mindset, leapfrogging, livelihoods and societal

Proposed e- ITEC Course 2021-22 at IIT Delhi "Entrepreneurship Innovation & Design for Catalysing Rural Economy" Coordinated by Prof V M Chariar

transformation possibilities led by a changemaker attitude. There is a lot that developing nations across the world can learn by learning and partnering with various elements of the Indian Innovation Ecosystem to create similar empowerment of women, farmers and youth in their own societies.

## **PART C**

### **Co-ordinator Contact Details**

#### **Course Coordinator :**

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**[Link to CV of Course Coordinator](#)**