



E-ITEC Programme on **Women Entrepreneurship and Start-Ups: Blue Ocean Strategy**

14-25 November 2022

(Sponsored by Ministry of External Affairs, Government of India)

Background

For peace and prosperity, the world needs collaboration strategies instead of competition and entrepreneurs can contribute significantly to the same by applying the “Blue Ocean Strategy” (BOS). This strategy incorporates collaboration strategies to create an uncontested marketplace, make the competition irrelevant, create and capture new demand, break the value-cost tradeoff and align the whole system of a firm’s activities in pursuit of differentiation and low cost. Women are sensitive, sincere, and straightforward in their approach and believe more in cooperation and collaboration rather than competition. Therefore, BOS is best suited for them. The empowerment of women through entrepreneurship and start-up is significant for economic and social changes in any country. This programme with an emphasis on BOS will demonstrate concrete examples of Indian success stories of women start-ups, highlight Indian policy and Governmental setup for women entrepreneurship and start-ups. It will also provide industry connections for opening mutually beneficial commercial or policy level engagements and train the trainers to select and nurture women for their start-ups. After undergoing the various experiences, assignments, input-cum-discussion sessions, games, and case studies, the participants will be able to suggest suitable policies, develop case studies, plan for ecosystem and industry connect etc.

Unique features of the programme

Participants of the ITEC program will be acquainted with stages to establish a start-up like Ideating (Design Thinking), Concepting (Teaming, Bootstrapping), Committing (Minimum Viable Plan), and Validating (Business Model Canvas, Product-Market Fit, IPR), Scaling, and Establishing. Alignment of BOS with enterprises and start-ups will be done through Creating Blue Oceans, Analytical tools and Frameworks, Reconstruct Market

Boundaries, Focusing on the Big Picture, Reaching beyond Existing Demand, Getting the strategic sequence, Overcoming Key Organisational Hurdles, Execution and Strategy, Align Value, Profit, and People, Renewing Blue Oceans, and Avoiding Red Ocean Traps. The success of an enterprise depends upon the competencies of an entrepreneur, systematic planning in the establishment of an enterprise, creativity, and innovation in business processes, achievement motivation, consumer-oriented marketing strategies, interfacing social media for business promotion, emotional intelligence, goal setting, and business communications. The importance of these topics along with strategies to use them will be developed in the program participants. Concepts will be shared by actual case studies for a holistic picture. A project simulation will help participants to understand the nitty-gritties of the entrepreneurship and start-up programs.

Why should I Attend?

The participants will develop insights into entrepreneurship and startup programs, program structure, design and conduction, tools and mechanism, infrastructure, eco-system, skills, and policies. They would be able to organize and conduct such programs. Make suitable policies and eco-system to nurture women entrepreneurship and start-up culture. If interested participants will be able to start their own enterprise or start-up.

Who can attend?

Practitioners of women entrepreneurship and start-up development programs, policy designers, entrepreneurship and start-up curriculum developers, officers of concerned ministry, teachers implementing women entrepreneurship and start-up development programs, interested freelancers, academicians, instructional designers, etc. from ITEC partner countries.

Organised by:

National Institute of Technical Teachers’ Training and Research, Bhopal

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