



**राष्ट्रीय उद्यमिता एवं लघु व्यवसाय विकास संस्थान**  
**The National Institute for Entrepreneurship and Small Business Development (NIESBUD)**

An Autonomous Institute under Ministry of Skill Development and Entrepreneurship, Govt. of India

<b>1. Name of the Institute</b>	<b>The National Institute for Entrepreneurship and Small Business Development (NIESBUD)</b>
<b>2. Name/ Title of the Course</b>	<b>Entrepreneurship in Education: Curriculum Integration and EdTech-led Innovation</b>
<b>3. Course dates with duration in weeks</b> <i>[note: dates may be fixed keeping in mind festivals, holidays, weather conditions, availability of accommodations, etc. No request for change in dates, once approved/ circulated will be entertained]</i>	From 22 October 2025 to 4 November 2025 (2 Weeks)
<b>4. Eligibility Criteria for participants</b> <ol style="list-style-type: none"> <li><b>Educational Qualifications</b></li> <li><b>Age Limit (note: ITEC norms is 25-45 years)</b></li> <li><b>Target Group</b> <i>(Level of participants and target ministries/ departments etc. may be indicated)</i></li> </ol>	<ol style="list-style-type: none"> <li>'A' Level or Equivalent The medium of instruction being English, adequate knowledge of English is necessary for effective participation.</li> <li>25-45 years</li> <li>Government officials, Policymakers, Professionals from Academia, founders/entrepreneurs in the EdTech sector, professionals from skill development bodies, teacher training institutions, technical universities, and innovation hubs.</li> </ol>
<b>5. Aims &amp; Objectives of the course</b>	<p>The course is designed to serve as a strategic capacity-building programme for professionals engaged in integrating entrepreneurship into educational systems and practices. The objectives of the course are to:</p> <ul style="list-style-type: none"> <li>Equip participants with a thorough understanding of how entrepreneurship can be embedded in school, higher, and technical education systems, to foster</li> </ul>

	<p>innovation, creativity, and problem-solving from an early age.</p> <ul style="list-style-type: none"> <li>• Introduce participants to curriculum frameworks and pedagogical approaches for entrepreneurship education, including experiential learning, design thinking, and life skills development.</li> <li>• Familiarize participants with India's EdTech ecosystem and entrepreneurial models in education delivery.</li> <li>• Build awareness of startup and innovation ecosystems, including incubation, funding, legal structures, accounting basics, and Go-to-Market strategies relevant to education-focused ventures.</li> <li>• Facilitate knowledge exchange on best practices, policies, and institutional mechanisms to scale entrepreneurship in education.</li> <li>• Enable participants to conceptualize and design context-specific action plans to foster entrepreneurial mindsets, enterprise creation, and educational innovation in their home countries.</li> </ul>
<b>6. Learning Outcomes</b>	<p>By the end of the programme, participants will be able to:</p> <ul style="list-style-type: none"> <li>• Apply design thinking, idea validation, and value proposition strategies to develop and evaluate education-linked entrepreneurial models.</li> <li>• Understand the structure and dynamics of the entrepreneurship support ecosystem including incubation, funding, mentoring, and policy support.</li> <li>• Gain exposure to the Indian EdTech and startup ecosystem, including case studies of scalable and impactful innovations.</li> <li>• Explore real-life examples from India's EdTech and startup sectors.</li> <li>• Learn the fundamentals of legal forms of enterprises, taxation, financial management, and institutional structures for promoting entrepreneurship.</li> <li>• Build effective teams, practice leadership, and craft pitch decks for new ventures or policy initiatives.</li> </ul>

	<ul style="list-style-type: none"> <li>• Use digital marketing and social media tools for promotion of educational enterprises and community outreach.</li> <li>• Comprehend key principles and global frameworks for integrating entrepreneurship into education systems.</li> <li>• Develop curricula and training modules to promote entrepreneurial mindsets and life skills among students and teachers.</li> <li>• Know the Concepts for Establishment and management of Entrepreneurship Development Cells (EDCs) and innovation hubs in educational institutions.</li> <li>• Draft practical Back Home Action Plans to localize learning and initiate policy/programme interventions in their respective contexts.</li> </ul>
<b>7. Course Contents/ Syllabus (please attach course details/ profile)</b>	<p><b>Module 1: Foundations of Entrepreneurship in Education</b></p> <ul style="list-style-type: none"> <li>• Introduction to Entrepreneurship</li> <li>• Entrepreneurial Motivation through Behavioural Strategies</li> <li>• Entrepreneurship and Design Thinking</li> <li>• Life Skills for Entrepreneurial Success</li> <li>• Leadership and Team Building for Enterprise Development</li> </ul> <p><b>Module 2: Curriculum Design and Pedagogical Approaches, and Policy Framework</b></p> <ul style="list-style-type: none"> <li>• Frameworks for Entrepreneurship Curriculum in School, Higher and Technical Education</li> <li>• Designing Curriculum for Promoting Entrepreneurship</li> <li>• Experiential and Project-Based Learning</li> <li>• Integration of Entrepreneurship in Technical and Skill Training Ecosystem</li> <li>• Establishment and Management of Entrepreneurship Development Cells (EDCs)</li> </ul>

- Role of New Education Policy and National Skill Development Policy for Integration of Entrepreneurship in Education

### **Module 3: EdTech Innovation and Education Startups**

- Understanding EdTech: Concepts and Trends
- Leveraging EdTech for Educational Access and Quality : EdTech as an Enabler for Democratizing Education
- Embedding Entrepreneurship in Curriculum through EdTech
- Pedagogical Approaches for Entrepreneurship Education via EdTech
- Developing and Scaling EdTech-based Entrepreneurial Ventures
- Capacity Building for Teachers and Trainers in the Digital Age
- Interaction with EdTech Entrepreneurs and Startup Founders
- Developing Go-to-Market and Sustainability Strategies for EdTech Ventures

### **Module 4: Enterprise Creation and Capacity Building**

- Idea Generation, Validation, and Value Proposition
- Entrepreneurial Support Ecosystems
- Startups and Business Incubation: Process, Techniques and Facilities
- Crafting the Pitch Deck for Education Startups
- Capacity Building on Legal Entities: Types of Enterprises
- Go-to-Market Strategy
- Digital Marketing and Social Media for Business Promotion
- Basics of Accounting and Taxation for Small Businesses
- Business Plan Preparation

	<ul style="list-style-type: none"> <li>• Orientation on Enterprise Management</li> </ul> <p><b>Module 5: Field Exposure and Ecosystem Engagement</b></p> <ul style="list-style-type: none"> <li>• Visits to incubators, EdTech startups, and innovation labs</li> <li>• Interaction with successful founders and education entrepreneurs</li> <li>• Exposure to national digital platforms (e.g., DIKSHA, SWAYAM, iGoT, Bharat Skills, WEP, BHASKAR, GeM, ONDC, PM GATI SHAKTI, etc.)</li> <li>• Engagement with institutions promoting innovation in teaching and learning</li> </ul> <p><b>Module 6: Action Planning and Policy Interfaces</b></p> <ul style="list-style-type: none"> <li>• Mapping Entrepreneurship Support Ecosystems</li> <li>• Capacity Building for Institutional Policy Frameworks</li> <li>• Designing Monitoring and Evaluation Strategies</li> <li>• Development of Back Home Action Plans (BHAPs)</li> <li>• Peer Feedback and Presentation of Projects</li> </ul>
<b>8. Mode of Evaluation of performance of the participants</b>	<p>The overall performance of the participants will be assessed on the following criteria:</p> <ul style="list-style-type: none"> <li>• Individual assignment/ presentation</li> <li>• Group work</li> <li>• Study Visit Reports</li> <li>• Action Plan Preparation &amp; Presentation</li> <li>• Attendance</li> <li>• Overall behavior during program</li> </ul>