



भारतीय प्रौद्योगिकी संस्थान दिल्ली  
Indian Institute of Technology Delhi



# EXECUTIVE PROGRAMME IN STARTUP BOOTCAMP

STARTS SEPTEMBER 29, 2022 | 6 MONTHS | LIVE ONLINE SESSIONS

Programme offered by Continuing Education Programme (CEP), IIT Delhi

# PROGRAMME OVERVIEW

Digitisation, economic schemes, and the urge to innovate have given rise to more than 69,000 start-ups in India, making India the third-largest start-up ecosystem in the world (Economic Survey 2021-22). With India getting its 100th unicorn in May 2022, the total valuation of the 100 unicorns stands at USD 333 billion, as per Inc42, 2022. Of which, 26 unicorns are founded by alumni of IIT Delhi, making IIT Delhi having the most number of successful start-ups in India. The exponential growth in the Indian start-up ecosystem shows high market potential for innovators.

If you are an enthusiastic, high potential individual eager to transform business ideas into successful ventures and keen on exploring the possibilities of the rapidly expanding start-up ecosystem, then this hand-holding **Executive Programme in Startup Bootcamp** by IIT Delhi is for you. This six months live online programme will help you develop both technical and managerial capabilities including opportunity evaluation, cultivating potential business ideas, business validation, leveraging emerging technology, aligning functional strategies with vision, effective pitching, fund raising, and scaling.

Starts

**September 29, 2022\***

Duration

**6 Months**

Programme Fee

**INR 84,500 + GST**

Format

**Live Online Sessions**

*\*Begins with an introduction to the programme*

## 100 Unicorns

As of May 2022, India is home to 100 unicorns with a total valuation of \$ 332.7 Bn.

*(IBEF, 2022)*

## \$1 Bn

India recorded the elevation of 54 start-ups into the \$1 billion-plus valuation club.

*(YourStory, 2022)*

## \$38.3 Bn

Indian start-up ecosystem closed FY22 with funding of \$38.3 Bn across 1,633 deals.

*(YourStory, 2022)*

# WHO IS THIS PROGRAMME FOR?

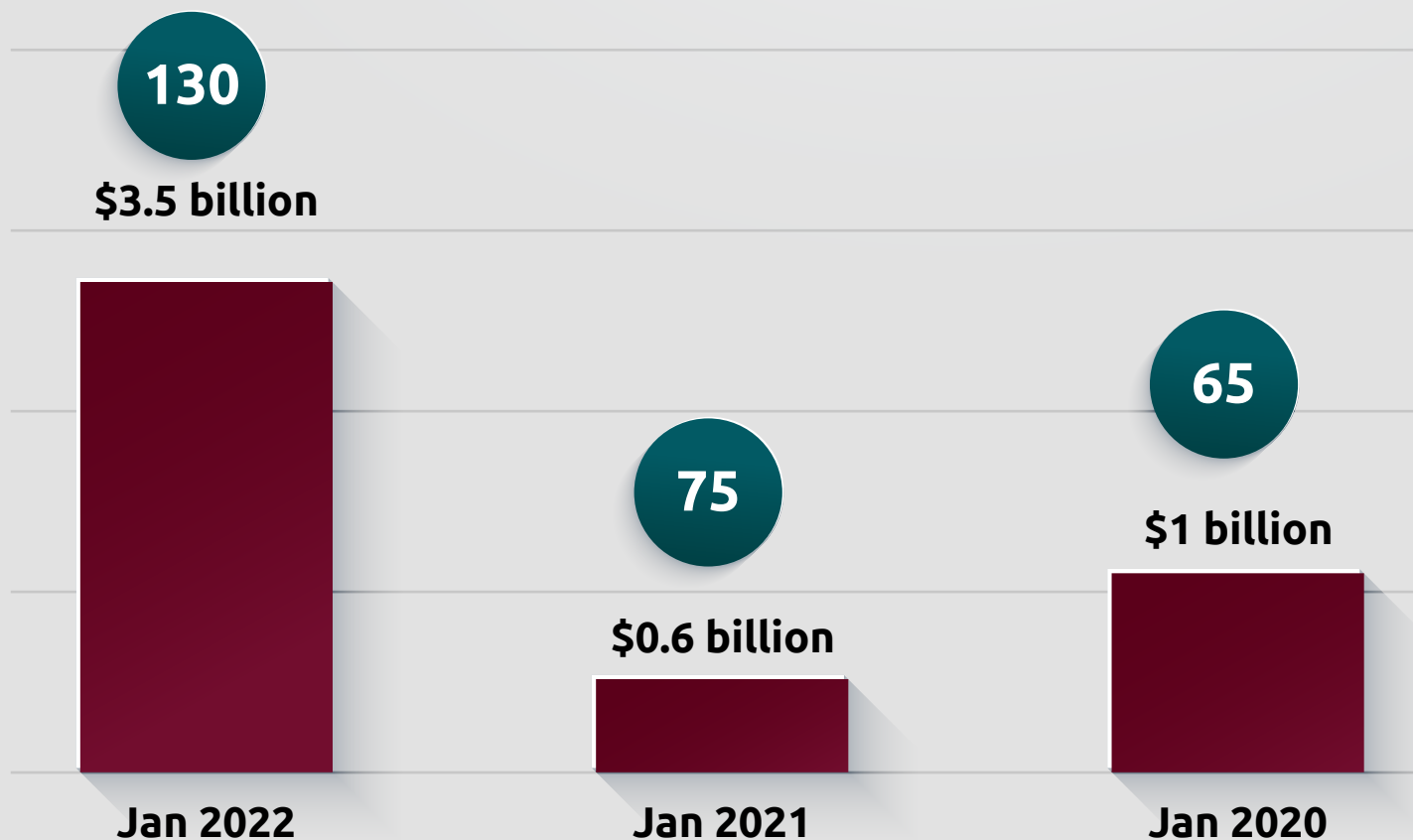
This programme is best suited for:

- Young and Evolving Professionals looking to convert creative ideas into reality or scale early-stage ventures through sound guidance and platform, and by networking with like-minded peers and investors
- Entrepreneurs keen on exploring the ever expanding start-up ecosystem to either cultivate a viable business idea for the future or are aspiring to apply best practices for business growth and expansion

## Start-ups snag record funding in Jan

Indian Startups raised **USD 3.5 Billion** in **Jan 2022**, six times of what they did in **Jan 2021**.

Fund Raised | Deals



Source: Xpheno and Economic Times



# PROGRAMME HIGHLIGHTS



Get access to IITD  
Entrepreneurship  
Conclaves and Events



Opportunity to get  
incubated by FIIT,  
IIT Delhi\*



Leverage emerging tech  
laboratories of IIT Delhi  
including 5G Labs and Data  
Science Labs



Gain industry-oriented  
insights from  
eminent IIT Delhi faculty  
and Industry Experts



Sessions on SME policy  
inputs and regulations by  
subject matter experts



Real-world contemporary  
case studies



Network and interact with  
IIT Delhi Alumni and  
Investors

*\*This opportunity will be given to select participants only basis their performance through the programme.*

# PROGRAMME COORDINATOR



## **Dr. Harish Chaudhry,**

Associate Professor,  
Department of Management Studies,  
Indian Institute of Technology Delhi

He did his schooling from The Doon School, Dehradun, B-Tech from IIT Kanpur, PGDM from IIM, Bangalore, and Ph.D. from IIT Delhi. He has worked in companies like Dunlop India Ltd., NIIT, and RAAG Systems before joining academics with the Department of Management Studies, IIT, Delhi. As an outstanding teacher and learner, Harish Chaudhry has undergone a certification course in TQM/ISO9000 and is a certified Lead Assessor by RWTUV, Germany. He also attended a course in ERP conducted by Baan Systems, Holland, besides many other training programs.

He has taught courses in the area of marketing such as marketing research, advertising, and sales promotion, product management, sales and distribution, digital marketing, etc. Dr. Chaudhry has conducted more than 100 training programs in areas such as expert systems, Information technology, behavioral sciences, and technology management. He has been a trainer for organizations like Godfrey Philips, ITC, Network Ltd., PCL, IRCON, RITES, and STC. He has served as a consultant for a number of organizations such as Modi Rubber Ltd., Godfrey Philips, BPL, Dynamic Fashions, Personal Point, and Plan International. He has carried out several sponsored research projects for the erstwhile Planning Commission of India, and National Knowledge Network, amongst others. He has served as an Independent Director on the board of several companies. He has published over twenty research papers in national and international journals and guided ten research scholars for their doctoral work.

Currently, a professor at IIT, Delhi, Harish Chaudhry, has organized several conferences for school leaders at IIT Delhi and IIT Madras. He has conducted over 100 training programs for school principals and teachers in India and abroad and led delegations of school principals to schools in Australia, Finland, UK, Italy and USA. He has conducted numerous researches into school education, including research on “assessments effectiveness” funded by IBM under their Global Faculty award scheme. He has been a part of the organization team of numerous national and international conferences and presented research papers at several national and international conferences.

# PROGRAMME MODULES

## Module: 1

Startup Culture and Environment

## Module: 2

Technology Evolution, Adoption and Diffusion

## Module: 3

Telecommunications - The Regulatory Framework

## Module: 4

Telecommunication Technology and Applications

## Module: 5

Introduction to IOT, Industry 4.0, AI/ML

## Module: 6

Emerging Business Models

## Module: 7

New Product Development

## Module: 8

Design and Innovation (Product/ Process/ Service)

## Module: 9

Project Management

## Module: 10

Digital Marketing and Analytics

## Module: 11

Managerial Functions - Marketing, Finance, HR, IT, Operations

## Module: 12

CRM and Service Management

## Module: 13

Brand Management, Identify and Architecture

## Module: 14

Business Planning

## Module: 15

Valuation of your Startup and Exit Strategy

## Module: 16

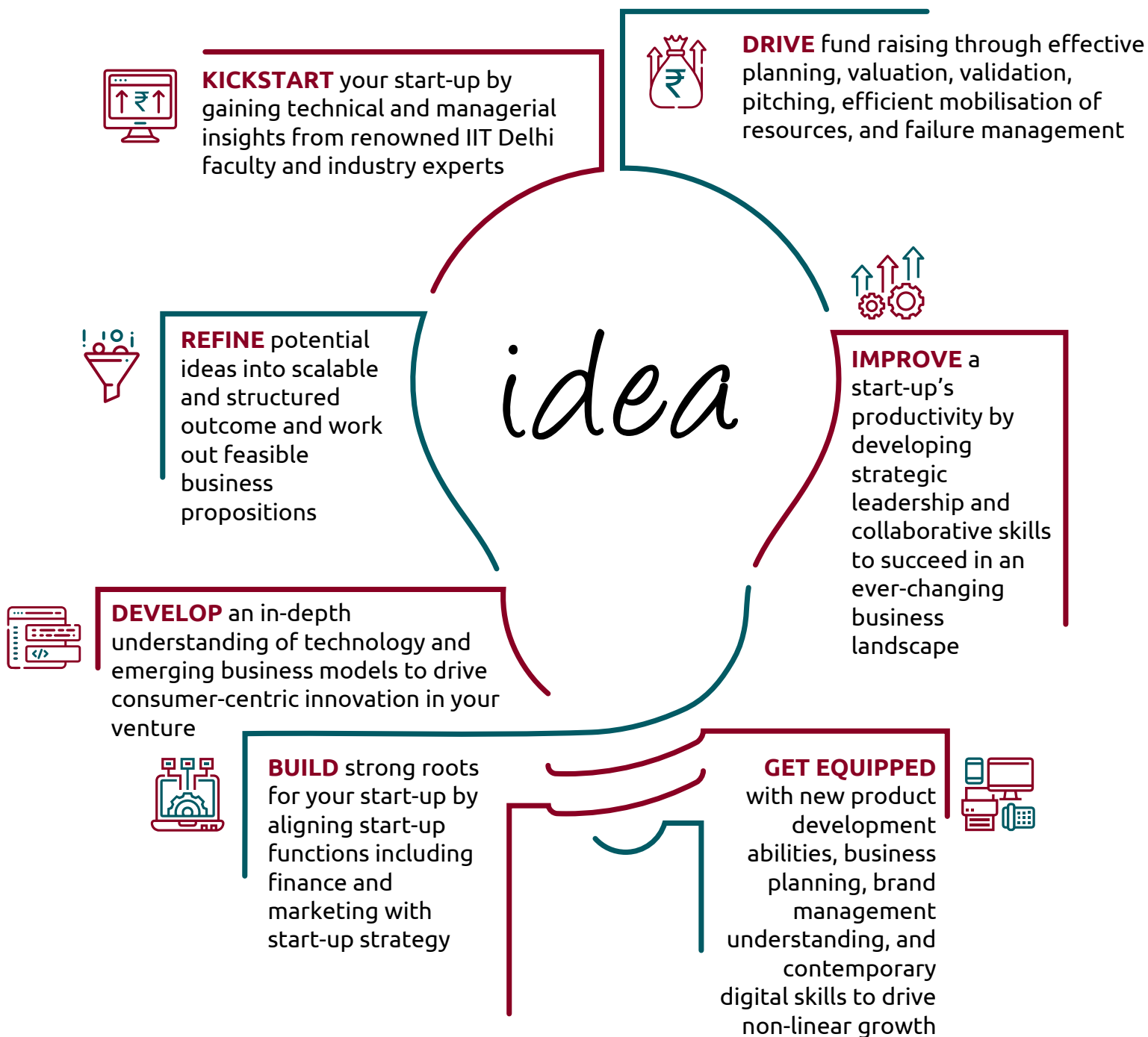
Fund Raising and VC Funding

## Module: 17

Strategic Leadership and Teamwork

*Note: Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours.*

# LEARNING OUTCOMES



# PROGRAMME CERTIFICATE

Participants will be awarded a successful completion certificate from IIT Delhi on scoring at least 50% marks in each of the evaluation components and maintaining a minimum attendance of 60% in both lectures and tutorials. Participants who are unable to score 50% marks in the evaluation will be eligible for the participation certificate if their attendance is above 60% in both lectures and tutorials.



*Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIT Delhi.*

## Eligibility

- Graduates/ Diploma Holders (10+2+3) from a recognised university in any discipline as on Sep 29, 2022
- Students pursuing final or pre-final year of their graduation are also eligible and can apply

## Selection Process

- Screening and selection will be done by IIT Delhi

## Evaluation

- The participants shall be evaluated through a set of quizzes, assignments, and project work.



# PROGRAMME DETAILS

## Academic Orientation

Oct 9, 2022

## Duration

6 Months

## Programme Application Link

[Click here](#) to apply to the programme

For more information, please email at [iitd.execed@emeritus.org](mailto:iitd.execed@emeritus.org)

## Live Online Sessions

Saturday, 4:00 PM - 6:45 PM  
(inclusive of 15 mins break)

### Note:

- In case a programme session corresponds with a public holiday, the session would be held on the following day.
- Some sessions with faculty and/or industry experts could be rescheduled at a different time, depending on exceptional circumstances

# PAYMENT SCHEDULE

Programme Fee                      INR 84,500 + GST

## Instalment Schedule

	Instalment 1	Instalment 2	Instalment 3
Remarks	Within 5 days post selection	Sep 30, 2022	Jan 30, 2023
Fee	INR 15,000 + GST	INR 25,000 + GST	INR 44,500 + GST

### Note:

- The actual programme schedule will be announced closer to the programme start.
- GST (currently @ 18%) will be charged extra on these components.
- Postage charges for books and study materials sent to locations outside of India will be paid for by the student.

Last Date to Apply	Aug 8, 2022
Shortlisted Candidates Will Be Informed by	Aug 12, 2022
Last Date to Submit the Fee	Within 5 days post selection

Note: Applications will be reviewed based on eligibility and subsequent shortlisting process as laid down by the Programme Coordinator/s.

**All fee should be submitted in the IIT Delhi CEP account only, and the receipt will be issued by IIT Delhi CEP account for your records.**

# APPLICATION REQUIREMENTS

## PROFESSIONAL EXPERIENCE DOCUMENTS

- For Previous Organisation/s: Relieving letters
- For Current Organisation: Current Salary Slip or Bonafied Certificate from the HR Department on company letterhead

## GRADUATION AND POST-GRADUATION EDUCATION

- Marksheet – Individual or consolidated (all semesters)
- Passing Certificate – If Any
- Diploma/ Degree/ Doctorate Certificate

## ID PROOF

- Any Government-issued photo ID like PAN Card/ Driving License/ Passport, etc.

# SYSTEM REQUIREMENTS

This programme includes live online classes. To attend a live online class you will need to have a PC/ Laptop/ Mac with:



**Speakers and microphone:** built-in or a USB plug-in or wireless Bluetooth



**OS:** Either MacOS 10.7 or higher OR Windows 8 or higher



**Webcam:** built-in or USB plug-in



**An internet connection:** Minimum bandwidth of 3.0 Mbps (up/ down)



**Processor:** with Dual Core 2Ghz or higher (i3/ i5/ i7 or AMD equivalent)



**Browser:** IE 11+, Edge 12+, Firefox 27+, Chrome 30+



**RAM:** 4 GB or higher



**Zoom software client installed on your PC/ Laptop/ Mac**

We use the Zoom software application to conduct live online classes. Zoom works on a variety of PCs/ Laptops/ Mac systems and also on phones and tablets.

You can join your live online class from a phone or tablet if it supports the Zoom client.

We recommend that you attend classes from a PC/ Laptop/ Mac.

# ABOUT IIT DELHI

The Indian Institute of Technology Delhi (IIT Delhi) is one of the 23 IITs created to be Centres of Excellence for training, research and development in science, engineering and technology in India. Established as College of Engineering in 1961, the Institute was later declared as an Institution of National Importance under the “Institutes of Technology (Amendment) Act, 1963” and was renamed as “Indian Institute of Technology Delhi”. It was then accorded the status of a Deemed University with powers to decide its own academic policy, to conduct its own examinations, and to award its own degrees.

Since its inception, over 48000 have graduated from IIT Delhi in various disciplines including Engineering, Physical Sciences, Management and Humanities & Social Sciences. Of these, nearly 5070 received PhD degrees. The number of students who graduated with a B.Tech degree is over 15738. The rest obtained a Master’s Degree in Engineering, Sciences and Business Administration. These alumni today work as scientists, technologists, business managers and entrepreneurs. There are several alumni who have moved away from their original disciplines and have taken to administrative services, active politics or are with NGOs. In doing so, they have contributed significantly to the building of this nation, and to industrialisation around the world. For more details, please visit: [www.iitd.ac.in](http://www.iitd.ac.in)

## ABOUT CONTINUING EDUCATION PROGRAMME (CEP)

Executive education is a vital need for the companies to build a culture that promotes newer technologies and solutions and builds a workforce that stays abreast of the rapidly transforming needs to the technological, business and regulatory landscape.

Committed to the cause of making quality education accessible to all, IIT Delhi has launched Online Certificate Programmes under eVIDYA@IITD (ई-विद्या@IITD): enabling Virtual & Interactive-learning for Driving Youth Advancement@IITD for Indian as well as international participants. These outreach programmes offered by the Indian Institute of Technology Delhi (IIT Delhi) are designed to cater to the training and development needs of various organisations, industries, society and individual participants at national and international level with a vision to empower thousands of young learners by imparting high-quality Online Certificate Programmes in cutting-edge areas for their career advancement in different domains of engineering, technology, science, humanities and management. For more details, please visit: <http://cepqip.iitd.ac.in>

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For registration and any other information,  
please get in touch with us at [iitd.execed@emeritus.org](mailto:iitd.execed@emeritus.org)

For any feedback, please write to Head CEP, IIT Delhi  
at [hodqipcep@admin.iitd.ac.in](mailto:hodqipcep@admin.iitd.ac.in)

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**WhatsApp an Advisor on +91 7412081081\***

*\*This number does not accept any calls. Please message your queries.*

Service Provider



Online Certificate Programmes are offered by the Indian Institute of Technology Delhi under the aegis of Continuing Education Programme (CEP) so that the Institute can realise its vision of serving as a valuable resource for industry and society, and fulfil its mission to develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.

**Programme offered by Continuing Education Programme (CEP), IIT Delhi**