Course Name
Exploring the future of AI-powered MSME Entrepreneurship

Dates
27 November 2025 to 10 December 2025 (2 weeks)

Rationale

This program explores cutting-edge applications powered by the Entrepreneurship Development Institute of India. This technology analyses real-time video insights for more intelligent decision-making, business-streamlined data management, and AI-powered remote desktop solutions for seamless workflows. It revolutionises the data collection methods without a traditional approach.

Aim & Objective

- Learn to implement AI solutions to enhance customer interaction.
- Explore AI data analysis applications.
- Dive into real-world entrepreneurial strategies that harness the power of AI.
- Participate in dynamic fieldwork to test and refine their ideas.

Target Group

- **MSME Owners and Entrepreneurs** seeking to adopt AI-powered tools for customer engagement.
- **Startup Founders** aiming to enhance global reach with innovative AI solutions.
- **AI Enthusiasts and Developers** looking to specialise in speech and language-based AI technologies.
- **Business Leaders and Decision-Makers** exploring AI-driven operational scalability.
- **International Participants** eager to learn AI applications for diverse linguistic and cultural markets.

Course Content

- **Real-time Video Insights for Smarter Decision-Making**
  Leverage cutting-edge AI to analyse video data in real-time, empowering MSMEs with actionable insights to make informed decisions instantly.

- **Driving Business Growth with AI-Powered Data Management**
  Streamline and optimise your data processes with advanced prompt engineering tools. These tools help MSMEs efficiently harness data to drive more innovative growth strategies.

- **AI-Powered Remote Desktop Solution for Seamless Workflows**
  Revolutionise remote work with an AI-driven platform that ensures smooth and efficient desktop operations and enhances productivity and collaboration for global teams.

- **Tech Trek:**
  - Explore applications in technology analyses real-time video insights for more intelligent decision-making, business-streamlined data management, and AI-powered remote desktop solutions for seamless workflows for MSMEs.
  - Case studies on startups leveraging AI for customer engagement and data insights.
- **Field Work:**
  - Participants will engage in real-world projects to apply AI solutions for MSMEs and startups.
  - Generate actionable insights without depending on traditional data collection methods.

Expected Outcome

1. Gain a solid understanding of AI concepts and their applications.
2. Learn to implement AI-driven solutions for customer engagement and feedback collection without questionnaires.
3. Enhance knowledge of accent recognition and pronunciation analysis for global outreach.
4. Develop innovative solutions for technopreneurs using AI tools.
5. Equip MSMEs and startups with scalable, data-driven strategies for international expansion.

Pedagogy

- **Expert-Led Sessions:** Learn from entrepreneurship faculty, seasoned professionals and AI experts with years of industry experience.
- **Interactive Workshops:** Engage in hands-on projects to develop real-world AI applications.
- **Cutting-Edge Tools:** Explore the latest technologies and frameworks in AI.
- **Case Studies:** Analyze global success stories where AI has transformed businesses and industries.
- **Networking Opportunities:** Collaborate with peers, MSME leaders, and startups to exchange ideas and build connections.