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
niesbud

1. Name of the Institute	The National Institute for Entrepreneurship and Small Business Development (NIESBUD)
2. Name/ Title of the Course	**Entrepreneurship in Education: Curriculum Integration and EdTech-led Innovation**
3. **Course dates with duration in weeks** *[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]*	From 22 October 2025 to 4 November 2025 (2 Weeks)
4. **Eligibility Criteria for participants** 1. **Educational Qualifications** 2. **Age Limit (note: ITEC norms is 25-45 years)** 3. **Target Group** *(Level of participants and target ministries/ departments etc. may be indicated)*	1. 'A' Level or Equivalent The medium of instruction being English, adequate knowledge of English is necessary for effective participation. 2. 25-45 years 3. 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.
5. **Aims & Objectives of the course**	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: • Equip participants with a thorough understanding of how entrepreneurship can be embedded in school, higher, and technical education systems, to foster

	innovation, creativity, and problem-solving from an early age.
	• Introduce participants to curriculum frameworks and pedagogical approaches for entrepreneurship education, including experiential learning, design thinking, and life skills development.
	• Familiarize participants with India's EdTech ecosystem and entrepreneurial models in education delivery.
	• Build awareness of startup and innovation ecosystems, including incubation, funding, legal structures, accounting basics, and Go-to-Market strategies relevant to education-focused ventures.
	• Facilitate knowledge exchange on best practices, policies, and institutional mechanisms to scale entrepreneurship in education.
	• Enable participants to conceptualize and design context-specific action plans to foster entrepreneurial mindsets, enterprise creation, and educational innovation in their home countries.
6. Learning Outcomes	By the end of the programme, participants will be able to:
	• Apply design thinking, idea validation, and value proposition strategies to develop and evaluate education-linked entrepreneurial models.
	• Understand the structure and dynamics of the entrepreneurship support ecosystem including incubation, funding, mentoring, and policy support.
	• Gain exposure to the Indian EdTech and startup ecosystem, including case studies of scalable and impactful innovations.
	• Explore real-life examples from India's EdTech and startup sectors.
	• Learn the fundamentals of legal forms of enterprises, taxation, financial management, and institutional structures for promoting entrepreneurship.
	• Build effective teams, practice leadership, and craft pitch decks for new ventures or policy initiatives.

	- Use digital marketing and social media tools for promotion of educational enterprises and community outreach. - Comprehend key principles and global frameworks for integrating entrepreneurship into education systems. - Develop curricula and training modules to promote entrepreneurial mindsets and life skills among students and teachers. - Know the Concepts for Establishment and management of Entrepreneurship Development Cells (EDCs) and innovation hubs in educational institutions. - Draft practical Back Home Action Plans to localize learning and initiate policy/programme interventions in their respective contexts.
7. Course Contents/ Syllabus (please attach course details/ profile)	**Module 1: Foundations of Entrepreneurship in Education** - Introduction to Entrepreneurship - Entrepreneurial Motivation through Behavioural Strategies - Entrepreneurship and Design Thinking - Life Skills for Entrepreneurial Success - Leadership and Team Building for Enterprise Development **Module 2: Curriculum Design and Pedagogical Approaches, and Policy Framework** - Frameworks for Entrepreneurship Curriculum in School, Higher and Technical Education - Designing Curriculum for Promoting Entrepreneurship - Experiential and Project-Based Learning - Integration of Entrepreneurship in Technical and Skill Training Ecosystem - Establishment and Management of Entrepreneurship Development Cells (EDCs)

	• 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

	• Orientation on Enterprise Management **Module 5: Field Exposure and Ecosystem Engagement** • Visits to incubators, EdTech startups, and innovation labs • Interaction with successful founders and education entrepreneurs • Exposure to national digital platforms (e.g., DIKSHA, SWAYAM, iGoT, Bharat Skills, WEP, BHASKAR, GeM, ONDC,PM GATI SHAKTI, etc.) • Engagement with institutions promoting innovation in teaching and learning **Module 6: Action Planning and Policy Interfaces** • Mapping Entrepreneurship Support Ecosystems • Capacity Building for Institutional Policy Frameworks • Designing Monitoring and Evaluation Strategies • Development of Back Home Action Plans (BHAPs) • Peer Feedback and Presentation of Projects
8. **Mode of Evaluation of performance of the participants**	The overall performance of the participants will be assessed on the following criteria: • Individual assignment/ presentation • Group work • Study Visit Reports • Action Plan Preparation & Presentation • Attendance • Overall behavior during program