



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

A. Name of the Institute	The National Institute for Entrepreneurship and Small Business Development (NIESBUD)	
B. Name/ Title of the Course	Women Entrepreneurs: Establishing Start-Up Incubators	
C. 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 03.09.2025 to 16.09.2025 2 Weeks
D. 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. The programme is recommended basically for women officials. This course is designed for aspiring and existing women entrepreneurs and leaders who are interested in building and managing start-up incubators. It is also suitable for women professionals working in the start-up ecosystem who aim to foster innovation, inclusivity and enterprise development.	
E. Aims & Objectives of the course	The Programme has been designed to enable participants to: <ul style="list-style-type: none"> Understand the fundamentals of start-up incubators, including their structure, purpose and role in entrepreneurial ecosystems. Design and develop a sustainable incubator model, tailored to the needs of local and/or under-represented communities. Gain leadership and strategic management skills to effectively launch and operate an incubator as a woman entrepreneur. Identify funding sources and create financial strategies for incubator operations and sustainability. 	



<p>F. Learning Outcomes</p>	<p>Knowledge: The programme will empower women entrepreneurs with the knowledge, skills and confidence needed to establish, manage, and scale start-up incubators that support inclusive and sustainable entrepreneurship. The course promotes leadership development, ecosystem building and gender-sensitive innovation in the start-up landscape. The women entrepreneurs will be able to:</p> <ul style="list-style-type: none"> • Design and implement marketing and outreach plans for promoting the incubator and recruiting promising start-ups. • Understand and apply legal and compliance frameworks for incubator operations, including startup support agreements and IP protection. • Assess the performance and impact of the incubator and its supported ventures using monitoring and evaluation tools. • Demonstrate confidence and competence in public speaking, negotiation, team-building and community engagement.
<p>G. Course Contents/ Syllabus (please attach course details/ profile)</p>	<p><u>COURSE CONTENTS</u></p> <p>Women Entrepreneurship and Entrepreneurial quality Development</p> <ul style="list-style-type: none"> • Rationale and scope of women entrepreneurship and small business development in developing economies • Identification and selection of techniques/tools • Training for development of women entrepreneurship-content & methodology • Developing trainer's competence in strengthening entrepreneurial quality-Entrepreneurial Motivation Training. <p>Introduction to Incubation and Ecosystem Building for Women</p> <ul style="list-style-type: none"> • Learning about business incubator, types and models • Role of incubators in Women Entrepreneurial ecosystems • Success stories from island nations and developing economies <p>Designing and Setting Up an Incubator for Women Entrepreneurs</p> <ul style="list-style-type: none"> • Step-by-step guide to establishing an incubator • Legal structures and registration • Selecting a location (physical vs. virtual incubators) • Infrastructure, tools and resources needed <p>Fundraising and Financial Planning</p>

Funding options for incubators (grants, corporate sponsorship, equity, fees)

- Budgeting, forecasting and financial sustainability
- Writing compelling grant proposals

Marketing and Branding the Incubator

- Creating a strong brand identity
- PR strategies and storytelling
- Leveraging social media and thought leadership

Scaling the Incubator for Women's business growth

- Expanding to multiple locations or sectors
- Building franchise or affiliate models
- Leveraging alumni networks and success stories

Gender-Inclusive Innovation & Impact

- Designing inclusive spaces for women-led ventures
- Social impact measurement tools (e.g., SDGs, ESG)
- Addressing intersectionality (class, caste, race, geography)



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	<p>Field Studies Study of different incubators</p> <p>Good Governance schemes to be covered:</p> <ul style="list-style-type: none">• Invest India Initiatives• Start Up India Scheme• ODOP Scheme
<p>H. Mode of Evaluation of performance of the participants</p>	<p>The overall performance of the participants will be assessed on the following criteria:</p> <ul style="list-style-type: none">• Individual assignment/ presentation• Group work• Study Visit Reports• Action Plan Preparation & Presentation• Attendance• Overall behavior during program