



सत्यमेव जयते

# MSME TECHNOLOGY DEVELOPMENT CENTRE

(Process & Product Development Centre)

Government of India Organization

Ministry of Micro, Small & Medium Enterprises

# Online Training Program in Innovation And Entrepreneurship

MSME-Technology Development Centre  
Process & Product Development Centre, Agra



Online Training on  
Innovation & Entrepreneurship



Date:  
9<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> Jan 2021  
(3 days)

Time:  
5:00PM - 8:00PM

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# Innovation And Entrepreneurship

## Table of Contents

S. No	Description	Page No
1	Introduction	1
2	About the Program	2
3	Certification	3

## Introduction

Innovation and entrepreneurship are two closely related words used in the business world. Some may think they mean the same, but using them interchangeably would be making a big mistake. While they revolve around the same idea, it is crucial to understand the difference.

Innovation is applying your creativity to come up with a unique idea or solution. It is technological invention, which lets parts do what they could not previously do. You have an engine, wheels and axles and you put them together to invent a car. Progress depends on innovation and great innovators can get rich.

Entrepreneurship, by contrast, is applying the innovation to bring the ideas to life. It is social invention, which lets people do what they could not previously do. Entrepreneurs grasp the opportunity to cash in on the innovation. They build businesses and propel the innovation forward. Progress depends on entrepreneurship and great entrepreneurs get even richer than great innovators.

## About the Program

## **What are the points covered in this course?**

### **Day 1 ( Business and Design think skills )**

- 1. Design thinking concept and importance**
- 2. Understanding the concept of Agile Thinking**
- 3. Deep thinking and Underdog Strategy for the business**
- 4. case studies.**

### **Day 2 ( Innovation and Business Model )**

- 1. Business Model Innovation post covid**
- 2. Case studies.**
- 3. Product to Platform**

### **Day 3 ( Integration of Innovation and entrepreneurship ) -**

- 1. Integration of Innovation with Entrepreneurship**

- 2. Potential reason for the failure of startups**
- 3. 7 Important points for new entrepreneurs.**
- 4. 3C framework.**
- 5. Case studies.**

## Certification

**MSME – TDC (PPDC Agra) and its Extension Centre across India certifies all participants with a certificate after successful completion of program with an online exam. Government of India certificate would be issued with the name of respective centres.**

**Course fees, duration of the program and other details can be collected from the concerned co-ordinators of the centres. It also varies from time to time based on the schedule and contents of the program.**

**We wish you all the best and good luck in all your endeavours!**

**Regards,  
PPDC Team**