Be an Owner-Manager of a New Business

Advanced Certificate Program in Entrepreneurship and New Venture Creation

SWAVALAMBAN: Skill to Enterprise Model (STEM)
A joint initiative of IIM Raipur and SIDBI, India

Indian Institute of Management, Raipur

Small Industries Development Bank of India

sidbi

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The SWAVALAMBAN: Skill to Enterprise Model (STEM) Program provides academic and professional guidance to aspiring entrepreneurs and walks them through their entrepreneurial journey, from idea generation to becoming owner-manager of a new business.

The program aims to onboard about thirty early-stage entrepreneurs and provide them with academic training, field experiment support and professional guidance for eighteen months through a uniquely designed blended curriculum, completely free of cost.

KEY HIGHLIGHTS OF THE PROGRAM

- Inception Phase (Nine Months): Academic Training, Field Experiment, Exposure Visit, Mentoring & Leadership Development.
- Growth Phase (Nine Months): Support for Business Services & Non-core Activities, Mentoring for Early-Stage Venture Management.
- 36 Days on On-Campus Teaching Module at IIM Raipur.
- The program is designed and executed by renowned IIM faculties with international and practical knowledge in multiple high-growth start-ups.
- Mentoring and Guidance by Serial Entrepreneurs, VCs and Industry Experts
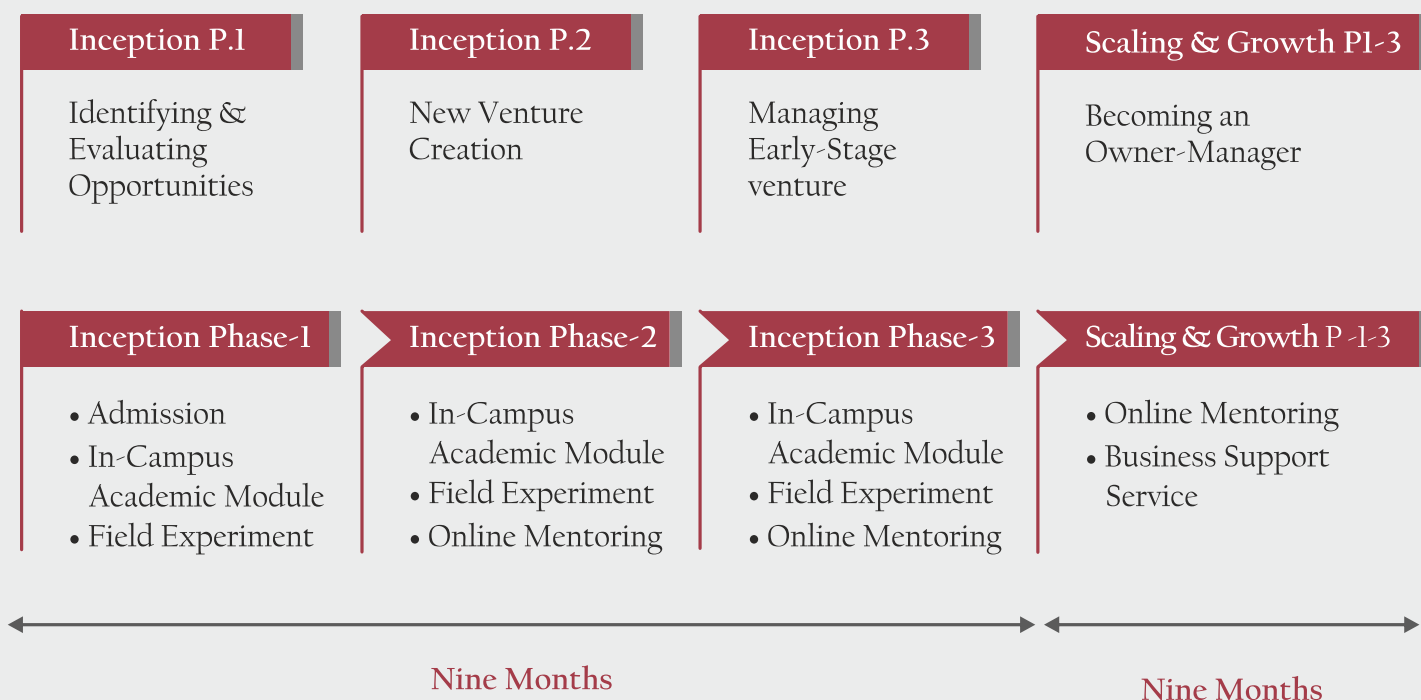
BENEFITS TO PARTICIPANTS

- It will provide end-to-end academic and professional guidance to aspiring entrepreneurs.
- It will offer tailored learning and mentoring to each participant in a two-stage blended program.
- Academic modules involve field experiments, applied projects, and real-world case studies to develop participants' entrepreneurial mindset and business acumen as part of an in-person cohort at IIM Raipur.
- Participants will receive limited business services and advice for non-core business activities.
- Participants will be awarded an Advanced Certificate Program in Entrepreneurship and New Venture Creation from IIM Raipur upon successfully completing the program.
- The program is completely free of cost.

ELIGIBILITY CRITERIA FOR PARTICIPANTS
Participants must meet specified criteria to qualify for the program:

- **Education:** Must be a graduate in any discipline.
- **Age Limit:** Must be less than 50 years old.
- **Entrepreneurial Stage:** Early-stage entrepreneurs with a preliminary idea about their own venture (only one).
- **Business Registration:** No formal registration as an enterprise for the proposed venture before admission.
- **Employment Status:** In-service individuals may apply if they fulfil all eligible criteria and submit appropriate declarations.

- **Investment Intention:** Must intend to invest at least Rs. 6,00,000/- (6 lakh rupees) in the business.
- **Citizenship and Incorporation:** Must be an Indian citizen and incorporate their enterprise in Indian territory.
- **Proof of Setting Enterprise:** Participants will submit the certificate of incorporation by April 2025 and the proof of first hiring by December 2025.

PROGRAM STRUCTURE

Inception P.1	Inception P.2	Inception P.3	Scaling & Growth P1-3
Identifying & Evaluating Opportunities	New Venture Creation	Managing Early-Stage venture	Becoming an Owner-Manager

Inception Phase-1	Inception Phase-2	Inception Phase-3	Scaling & Growth P -1-3
• Admission • In-Campus Academic Module • Field Experiment	• In-Campus Academic Module • Field Experiment • Online Mentoring	• In-Campus Academic Module • Field Experiment • Online Mentoring	• Online Mentoring • Business Support Service

Nine Months   Nine Months

DEADLINES FOR ONLINE APPLICATION: 21 SEPTEMBER 2024

Interviews with Applicants begin on 15 August 2024. Apply early to secure your chance to join the program. Limited seats are available.

For Detailed Information and Online Application, visit our website:
https://iimr-stem.iimraipur.edu.in

For more information, email the Program Office:
iimr-stem@iimraipur.ac.in

END-TO-END PROGRAM SCHEDULE

BLOCK-1: Inception Phase
(01 Aug 2024 – 30 Apr 2025) 9 Months

Phase 1 (3 Months) 01/08/2024 – 31/10/2024		Phase 2 (3 Months) 01/11/2024 – 31/01/2025		Phase 1 (3 Months) 01/02/2025 – 30/04/2025	
Mobilisation, Admission & Orientation	Classroom Module-I 20/10/2024 – 31/10/2024	Field Experiment-I	Classroom Module-II 19/01/2025- 31/01/2025	Field Experiment-II	Classroom Module-III 20/04/2025- 30/04/2025
78+ Days	12 Days	78+ Days	12 Days	78+ Days	12 Days
Admission	40 Hours	18 Hours	40 Hours	18 Hours	40 Hours
Onboarding	In-Class Training	Online Mentoring	In-Class Training	Online Mentoring	In-Class Training
Orientation (Online)	Field Visit (Local) I	Online Sessions: 1.5 Hour/Session*2 Times (6 Groups)	Field Visit (Out Station) II	Online Sessions: 1.5 Hour/Session*2 Times (6 Groups)	Field Visit (Local) III

BLOCK-2: Growth Phase
(01 MAY 2025 – 30 JAN 2026) 9 MONTHS

Phase 1 (3 Months) 01/05/2025 – 31/07/2025	Phase 2 (3 Months) 01/08/2025 – 31/10/2025	Phase 1 (3 Months) 01/11/2025 – 31/01/2026
18 Hours	18 Hours	18 Hours
Online Mentoring	Online Mentoring	Online Mentoring
Online Session	Online Session	Online Session
1.5 Hour/Session*2 Times (6 Groups)	1.5 Hour/Session * 2 Times (6 Groups)	1.5 Hour/Session * 2 Times (6 Groups)

PROGRAM COMMITTEE

Professor Satyasiba Das
Program Director

Professor Saroj Kumar Pani
Program Co-Director

Professor S Ram Kumar
Program Member

Ms. Munmun Panda
Program Coordinator

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