

***ENTERPRISE***

**The Enterprise India Fellowship**

India's first enterprise-driven movement

**“How can we create a  
world of abundance, joy  
and balance?”**

- Founding Team, The Enterprise India Fellowship



# table of contents

---

What Is Enterprise .....	04
The Enterprise Approach .....	06
• Career Take-off .....	08
• Enterprise Skills .....	09
• Personality Evolution .....	10
• The Conflux: Incubating the Spirit of Enterprise .....	11
Fellowship Program Calendar .....	14
What Enterprise Expects From You .....	16
Social Impact .....	17
Testimonials .....	18

# what & why

---

## OUR MISSION

Empower 10,000  
young entrepreneurs  
& change-makers by 2030

PAGE 04

The Enterprise India Fellowship Program is a 12-month, part-time practical & conceptual training for students interested in business and entrepreneurship.

In the 21<sup>st</sup> century, entrepreneurial skills are crucial to be a fast-riser in this competitive world. But, they cannot be learned by reading books or watching videos. Enterprise is designed to be a 'Practical-MBA' allowing you to gain business skills through action, collaboration and mentoring; whilst maintaining your college/work schedule & commitments. In today's world, working

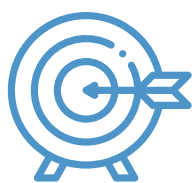
collaboratively to create sustainable solutions and solve problems is an essential requirement for innovation.

In this highly hands-on, customised and experiential program, you will work closely with our mentors as you progress through the cycle of learning, doing, collaborating and changemaking.

**The success of the program is based on the development of four competencies that are crucial to your overall growth:**



COLLABORATION



CRITICAL  
THINKING



SELF-INITIATIVE



INNOVATION

# अनुशासन विनम्रता साहस

The culture at Enterprise is built upon a robust foundation of these 3 essential values:

## अनुशासन

Discipline to take decisions, prioritise, and execute

## विनम्रता

Humility to empathise, unlearn and relearn

## साहस

Courage to question, discover and take ownership



# our approach

---

## THE ENTERPRISE APPROACH

At The Enterprise India Fellowship Program, you will experience a multi-dimensional and holistic approach to learning, with equal emphasis on both hard and soft skills; at Enterprise, we train you to stand on your feet and take charge of your journey.

The three elements of The Enterprise India Fellowship Program are:

- **Enterprise skills:** learn and apply strategies, concepts and frameworks
- **Career take-off:** build your portfolio, network and connect with opportunities
- **Personality evolution:** communicate, connect and collaborate confidently

## MODES OF LEARNING

### Experiential Learning:

Enjoy holistic learning facilitated through a variety of mediums like interactive sessions, specialized workshops, online modules, peer-led workshops, weekenders, project acceleration sessions, live events, and a variety of projects throughout the program.

### Self-Motivated Learning:

Focus on self-driven learning through an integrated approach that focuses on honing knowledge of newly developed skills via research, practice, execution and teaching.



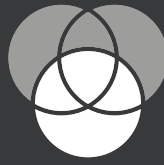
# our approach

---



# career take-off

---



## PLACEMENT & PORTFOLIO

- Using LinkedIn like a Pro
- Building your Body of Work
- Networking for Life
- Framing your Personal Branding
- Image Management & Etiquette
- Designing your Digital Footprint

## CAREER COACHING

- CBP1 - North Star
- CBP2 - D.E.E.P.
- CBP3 - RIASEC
- CBP4 - Meaning of Money
- CBP5 - G.R.O.W.
- CBP6 - B.O.S.S.

## FAMILY WORKSHOPS

- The Future of Work
- Learning from Each Other





# enterprise skills



## SUSTAINABILITY & SOCIAL INNOVATION (PEER-LED)

- Contemporary Sustainability Issues
- The Age of Climate Change
- Environmental Justice
- Policies for Sustainable Development
- Chagemaking Leverage Points
- Social Entrepreneurship
- Business Case for Sustainability
- Sustainable Cities
- Innovation for Sustainability
- Leadership for Sustainability
- Lifecycle Analysis
- Stakeholder Engagement

## FINANCIAL FUNDAMENTALS

- Financial Ratios
- Costing & Break-even
- Budgeting & Projections
- Basic Investing
- Basic Accounts

## BUSINESS, SALES & MARKETING

- Social Media
- PAISA Pitch
- Sales Conversations
- Sales E-Commerce
- Sales Pipeline
- Sales through Content
- One Page Business Plan
- Lessons from Sales-Pro's
- Graphic Design for Entrepreneurs
- Sales through Video
- Pilot Marketing
- Brand Personality Analysis
- Content Creation

## PRODUCT DEVELOPMENT

- Value Proposition Design
- Price Discovery
- Supply Chains in practice
- Manufacturing Fundas
- Branding & Packaging
- Business Model Canvas
- Prototyping
- Social Innovation & Sustainability
- AGILE
- User Research
- Pitching & Validating Ideas
- Idea to Business Development

## STRATEGY

- Spreadsheets for Entrepreneurs
- Workshop Facilitation
- Innovation & Creativity
- Legal Aspects of Business
- Team Dynamics
- Data-backed Decision making
- Mind Mapping
- Tax & Statutory
- My Why - Sinek's Golden Circle
- Entrepreneurial Mindset
- Co-creation: Shared Understanding
- Problem-solving under Pressure
- Core Values
- Building a Mission Statement
- Your Personal Vision
- Setting Stretch Goals

# personality evolution

---



Personality is the totality of your appearance, behaviours and competencies. Personality not only impacts the people we interact and work with, but it also deeply affects our own self-esteem and sense of pride. Through The Enterprise India Fellowship Program you will sharpen crucial 21<sup>st</sup> century skills - Collaboration,

Communication, Problem-solving, Critical-thinking and Leadership - in a real, hands-on manner. This element is omnipresent in every aspect of The Enterprise India Fellowship. You will develop written, oral & visual communication, and leadership skills through the multiple learning modes.

You will engage in:

- **Interactive workshops** to share your thoughts and ideas.
- **Project meetings** to make presentations and pitches. Projects that involve communicating with peers, clients and the community through written, oral and visual mediums
- **Peer-led workshops** through which you will learn to teach concepts and facilitate workshops
- A **Social Calendar** to interact and engage with your peers and have fun.
- **Targeted sessions** focusing on communication, selling, writing, and image management.
- **Conversations with experts** from different fields and exposure to humanity's challenges and opportunities in the 21<sup>st</sup> Century.





"Tell me and I forget , Teach me and I remember, Involve me and I learn"  
*Benjamin Franklin*

"Empower me and I create"  
*Team Enterprise*

## WHERE THE MAGIC HAPPENS

The Enterprise Space - During the year long fellowship you will get to work at and experience one of the most sought-after and dynamic student incubator work-spaces in India. The Enterprise Space - "is a space where youth can collaborate, build and innovate".

## HOW THE MAGIC HAPPENS

At Enterprise, learning and doing are simultaneous. You will take on responsibilities, play a key role in projects, incubate your own projects, and also provide mentorship to others' projects.

The 5 core curriculum elements that are responsible for creating this culture are -

# A

## WEEKENDERS

### PHASE I

#### #kickstart 2-DAY WEEKENDER

The quarterly onboarding weekender for each cohort of Partners.

### PHASE II

#### STARTUP GAMES 3-DAY WEEKENDER

A challenge to bring your ideas to life through a creative and collaborative weekend.

#### CAFE LEBENSAUFGABE 2-DAY WEEKENDER

A quest to help you discover your personal mission statement and values.

#### Storysells 2-DAY WEEKENDER

An opportunity to be a networking pro and learn about managing your personal image & brand.



## B

### GREEN ROOMS\*

Partner-curated evenings for the community, that feature local and national thinkers to motivate continuous curiosity, bolder visions and action. There are 12 Green Rooms in a year, driven by a rotating team of 3 people that changes every quarter.

- Social Entrepreneur
- Educator
- Design Thinker
- Investor
- Social Innovator
- Corporate Leader
- Family Business Manager
- Tech Founder
- Artist/Performer
- Scientist
- Defense Services
- Farmer



## C

### LEAP CONSULTING

Dive into the business world as you tackle a hands-on, real life project assignment with one of our business partners. With guidance and support from your mentors; solve an active business challenge with real-world implications. This is one 3-month long assignment in a group of 3 to 4.







## D

### REGEN NETWORKING

A power-packed networking evening with CEO's, industry influencers, entrepreneurs, recruiters and industry experts. This is your opportunity to grow your network and find projects, funding, placement opportunities and mentors. It is held bi-annually and requires a core team of 4 to 5.



## E

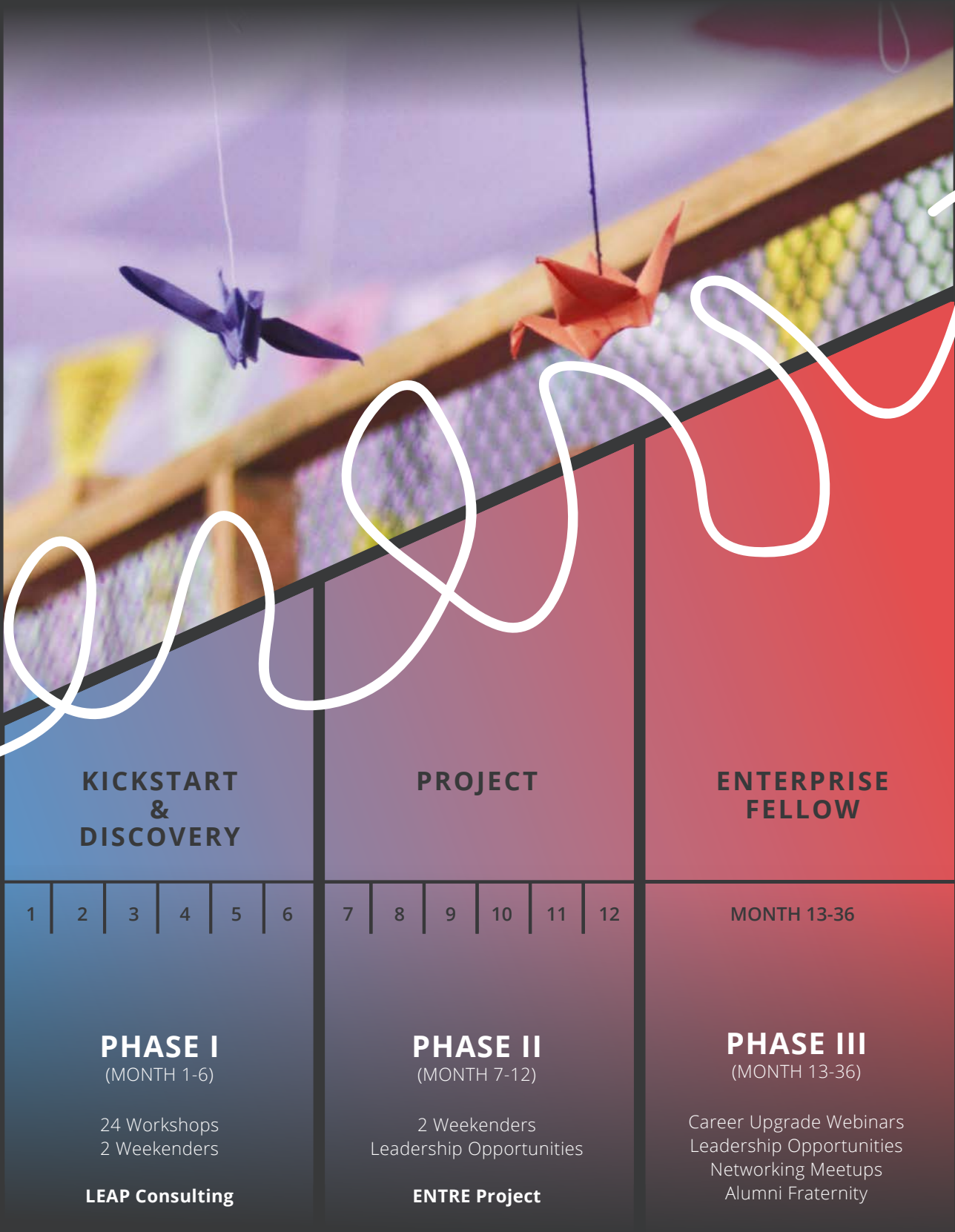
### ENTRE PROJECT

An exciting individual or group entrepreneurial venture that will be conceptualized, incubated and executed with the support of your mentors. You may choose to continue the project after completion of the Enterprise India Fellowship Program.



# fellowship program calendar

PAGE 14



# fellowship program calendar



The Enterprise India Fellowship Program is broken up into 2 phases of 6 months each. During the 12 months of The Enterprise India Fellowship, the you will be referred to as a 'Partner'. We see each partner as a co-creator of the Enterprise experience. You will be deeply involved in creating, managing and operating your own Fellowship experience.

Upon completion of the 12 months and the requirements of the programs, you will become a 'Fellow'. You will join a celebrated alumni community of entrepreneurs, change-makers and innovators.

*"The program is for a year, but the Fellowship is lifelong."*

## TIMINGS & SCHEDULE

The program is designed as a part-time fellowship. You are expected to join your teams for weekly meet-ups on Mondays and Thursdays, from 7pm to 10pm. The incubator space is available around the week to work as per your convenience on personal and group projects.

MONDAYS 7PM - 10PM	THURSDAYS 7PM - 10PM	MONDAY-SATURDAY 9AM - 6PM (INCUBATOR OPEN SPACE)
1 <sup>st</sup> Monday - <b>Peer Led Workshop</b> 2 <sup>nd</sup> Monday - <b>Project Updates</b> 3 <sup>rd</sup> Monday - <b>Green Room</b> 4 <sup>th</sup> Monday - <b>Movie/Game Night</b>	<b>Workshops</b> <b>Masterclasses</b>	The Enterprise Space becomes your workspace to work on projects, conduct self-study, hold meetings or just give your brain the chance to kick-start its creative juices.

# what we expect

Fellowship PHASE I	Credits
Weekly Sessions	3
Peer-led Workshops	1
Weekenders	3
Project updates	3
#kickstart	2
Green Room Organiser	3
Leap Consulting	4
Body of Work/ Portfolio	6
	25
Fellowship PHASE II	Credits
Peer Workshop Facilitator	2
ENTRE project OR #karo	12
Body of Work/ Portfolio	6
	20

The Enterprise India Fellowship Program, for the most part is self-paced, and meant to inspire self motivation and initiative.

You will build and develop your body of work/portfolio throughout the year.

The Enterprise India Fellowship Program will run on a credit system to track progress:

- Credits can be gained through attendance at sessions, accomplishing project levels and portfolio submissions.
- You can earn upto 45 credits for the Fellowship.
- You will need to earn a minimum of 30 credits to successfully complete the Fellowship Program.

Enterprise is driven by a culture of thoughtfulness, co-operation, and action. You are expected to participate and contribute to the culture in your own unique way, with your individual skills, strengths and ideas.

## ELIGIBILITY

You will thrive at Enterprise if:

- You are curious about business, entrepreneurship and changemaking.
- You can attend Monday & Thursday workshops, 7pm to 10pm, and the weekenders scheduled on the calendar.
- You are willing to put in 10 to 15 hours per week in your projects, as per your schedule.
- You are willing to break comfort zones and are HUNGRY for more!

## APPLICATION PROCESS

1. Application form (<https://letsenterprise.in/blog/admissions/>)
2. Online Strength Profiling
3. Personal Interview



## OUR IMPACT THROUGH OUR PARTNERS

Besides inspiring excellence on your individual journey, we also empower you to be changemakers, to be responsible about your actions and create a positive impact in the world.

You will be empowered to use the United Nations Sustainable Development Goals (SDGs)\* for your current & future ventures:

- To strengthen your vision and to scope the envisioned impact of your projects.
- To co-create business ideas or solutions with your peers.
- To communicate the impact of your projects.
- To comprehend and foresee the positive synergies and negative trade-offs the project could have, in keeping with the Sustainability Principles.



## OUR IMPACT ON OUR PARTNERS & ON SOCIETY

The Enterprise India Fellowship is designed to create impact towards the following 3 SDGs

- Help young people activate their entrepreneurial mindset, and holistically develop their personality and competencies.
- Integrate the education process with the city's infrastructure and experts in the form of community events, internships, projects to solve local problems etc.
- Empower diverse people (age, expertise, industry, etc.) to come together and build collaborations towards achieving the goals.



\*Bhalerao, A., Louwerse, S., Quarmyne, M. T., & Ritchie, D. 2019. "Social Innovation Hubs Supporting Social Entrepreneurs: Strategically Adopting the SDGs towards Sustainability." Blekinge Institute of Technology (Dissertation)

# testimonials

---

## Fellows of The Enterprise India Fellowship

**Khushbu Jethwani** |  
Marketing Strategist - Eternal Solutions  
BE Information Technology, MIT Pune

---

"I stopped overthinking about my career and life goals. I am an engineering student but I was more interested in a career in business and marketing. The Career Blueprint Process at Enterprise, helped me create a timeline for the next 3 to 5 years of my life. I am one of the only students from my Clarity College batch to have landed a business development role at an IT company straight after graduation."

**Hussain Mala** | 3<sup>rd</sup> year Food Technology  
Student, MIT ADT Pune

---

"At first I was skeptical about joining Enterprise as it was a new concept. I come from a business family, but the connections and skills I picked up at Enterprise are very different. I learnt that businesses must be sustainable and create impact. I have developed a network of peers, mentors and CXOs. I also launched my own start-up during the Fellowship."

**Purusoth Reddy** | 3<sup>rd</sup> year BCA student,  
MIT College Pune

---

"The journey of Enterprise has been a journey of gaining skills and self-confidence. I transformed from being someone who just attends college to someone who attends college, works with the director of a company and handles the entire E-commerce of their company. I gained this confidence and skill-set only because of The Enterprise India Fellowship."



## Parents of Enterprise Fellows

**Rupesh Gupta** | Managing Director  
Klug Avalon Mechatronics Pvt Ltd

**Rajita Gupta** | Director - Raina Engineers

"We want to thank Enterprise - you have made our parenting really easy. Things which we cannot communicate to our child is so easily done through you, as you understand them very well. The 1 year that Dhruv has spent at Enterprise has helped him come out of his shell, broaden his vision and actually recognise his potential. The Enterprise Space, the environment - has helped him create good friends and some very good mentors. The Enterprise Team have the magic touch and understand the teenage philosophy, the kind of efforts they put in has impacted Dhruv a lot, who holds them in very high regard. I wish Enterprise good success."

**Shailesh & Vaishali Chaudhari** |  
Partners at VSCAPE ARCHITECTS

"Our son Dhruv had taken a gap year after passing 12th in year 2018. He could get true mentors, many like minded supportive friends and with them he could learn new things about business as well as about life. I can say Enterprise is a home away from home and perfect place to get support and training in all areas of life. Thanks a lot to the Enterprise Family!"

**Nidhi & Arvind Jain** |  
Pride Group of Hotels

"Enterprise has truly been a catalyst, and I have seen it accelerate Mishri to become the version of herself she wants to be. Enterprise has made her feel confident, motivated, clear and fired her ambition up like crazy."





# testimonials

---

## Business Leaders, Industry Experts & Employers

**Dhun Patel |**  
**Partner, Therefore Design**

---

"From the get-go our Enterprise partners were teeming with ideas, some of which were really out of the box but totally doable. The engagement was monitored on a weekly basis, with us setting them a new challenge each week. Enterprise Partners are driven and resourceful, just as entrepreneurs should be."

**Dhruv Agarwal**  
**Director - Autopress India Pvt Ltd.**

---

"The difference between Purusoth and anyone else we have hired, is that he is ready to hit the ground running. His training has taught him to be a problem solver, and not someone who finds the problems and brings it to your desk. He is the youngest in our team but I rely on him for work which needs to get done."

**Gopal Amin |**  
**President & CEO - SLK Group**

---

"The Enterprise India Fellowship Program uses real life projects to teach the student how to conceptualize, design and implement using experienced trainers and coaches, to equip them to be highly effective leaders and doers, and gives you the confidence to follow your passion to make a real difference in the world! I would highly recommend this to anyone wanting to kick start either their corporate career of start out a business and get it right the first time!"

**Nandita Singhal |**  
**Director, Secure Meters**

---

"The business world is changing fast, people entering the workplace need a mindset that can adapt easily and looks for solutions. Bringing together all our knowledge and skill, whether consciously or sub-consciously, to the task enables us to find a way forward in unlikely places and uncertain situations. Formal education compartmentalises knowledge. Rather, we need to remove existing knowledge from the compartments and be open to developments around us. This is easiest when solving real problems, with mentors to guide the opening of the boxes of knowledge and the finding of relevant new knowledge. Enabling such a shift is not easy, but very important. Enterprise provides a great starting point for this exploration and development."





**T:** +919960732211 | +91 9890969261

**W:** [www.letsenterprise.in](http://www.letsenterprise.in) | **E:** [letsenterprise.in@gmail.com](mailto:letsenterprise.in@gmail.com) | **IG:** @lets\_enterprise  
1/23 Laxminarayan Park Koregaon Park Road Pune, Pune-411001, Maharashtra, India