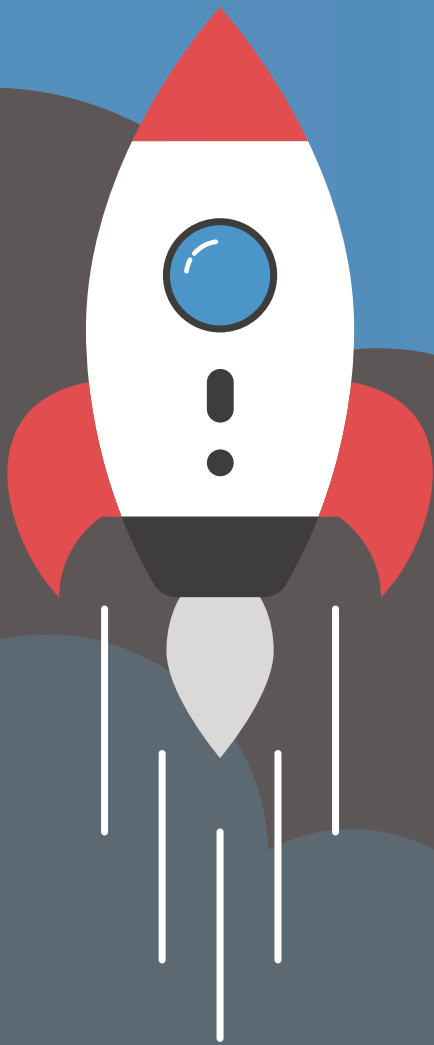


*ENTERPRISE*



***ENTERPRISE***

**The Enterprise India Fellowship**

**“How can we empower  
people to create a life of  
joy and abundance?”**

- Founding Team, The Enterprise India Fellowship



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# What & why

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## OUR MISSION

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

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**The Enterprise India Fellowship Program is a 12-24 months long, part-time, practical & conceptual training for students interested in business and entrepreneurship.**

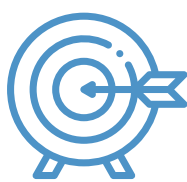
In the 21<sup>st</sup> century, entrepreneurial skills are crucial to be a fast-riser in this competitive world. But, they cannot be learned by reading books or watching videos. Enterprise is designed to be a 'Practical-MBA' allowing you to gain business skills through action, collaboration and mentoring; 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 career and business growth.

In this highly hands-on, customised and experiential program, you will work closely with a diverse group of peers and mentors from across the country, the cycle of learning, doing, collaborating and change-making.



COLLABORATION



CRITICAL  
THINKING



SELF-INITIATIVE



INNOVATION



# अनुशासन विनम्रता साहस

First, the Person must be ready  
then the businessperson becomes ready

## 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

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## 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 learning facilitated through a variety of mediums like,

- Interactive workshops
- Skills clinic
- Peer-led learning
- Project accelerator sessions
- Business Hackathons
- One-on-one mentoring

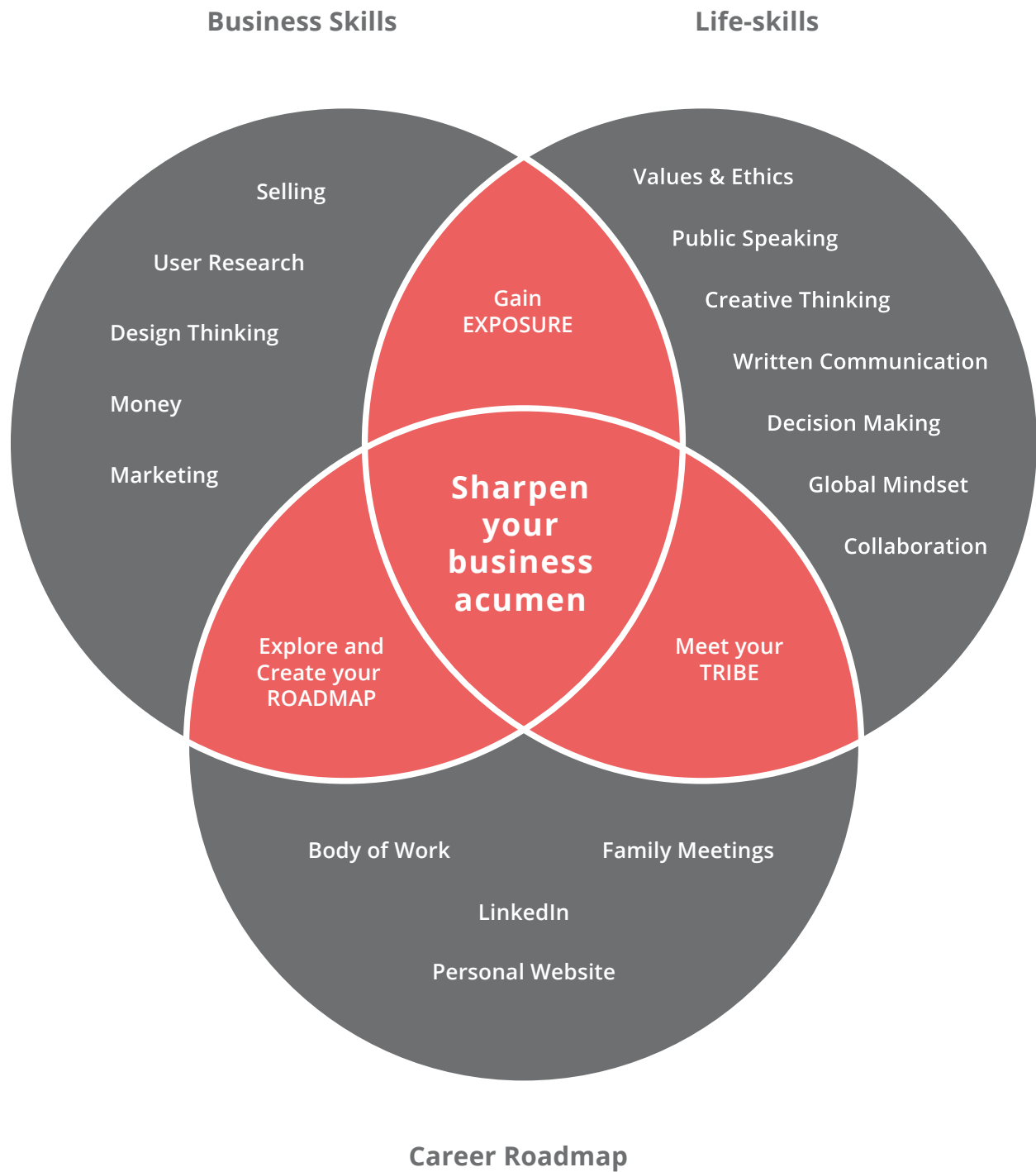
### Project-Based Learning:

Hands-on learning that focuses on honing knowledge of newly developed skills via immediate application of real business projects.



# Our approach

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# Career road-map

A series of conversations, workshops and coaching sessions throughout your Enterprise journey to help you create a personalised system for decision making, competency mapping and opportunity attracting.



## PLACEMENT & PORTFOLIO

Whether you aim to study further, work at a fast growing business, or join the family business, fellowship will empower you the tools you need to attract the right opportunities.

## CAREER COACHING

Work with your career coach to explore, reflect on and discover your strengths, interests and opportunities. And develop a 5 year career 'blue print'.

## REGEN NETWORKING

Stories tell, and stores sell. We don't believe in certifications and grades. We believe in the power of your story. Throughout the fellowship journey, we will be working closely with you to build and optimise your story and connect with professionals and entrepreneurs in order to create career and business opportunities for yourself.



# Business Skills



## UNDERSTANDING YOUR CUSTOMER

1. Paradox of market growth + Tribes
2. Interviews
3. Harvesting
4. Needs, pains & gains

## COMMUNICATING WITH CLIENTS

1. Presentation techniques
2. Visualisation of data
3. Mood boarding
4. Researching and asking questions

## DIGITAL MARKETING

1. Social media
2. FB/Insta ads - 1
3. FB/Insta ads - 2
4. Landing pages
5. Social Media Masterclass

## STORYSELLS

1. My Why
2. Helicopter view + personal objective + website
3. LinkedIn
4. Storylets + storysell posts
5. Upgrading website, bio, linkedin
6. Networking and building connections

## SELLING

1. Who is your customer?
2. Asking questions for prospecting
3. Asking questions for understanding

## UNDERSTANDING THE MARKET

1. Perceptual mapping or Blue ocean
2. Keyword analysis
3. Competition / Industry research

## FROM IDEA TO LIFE

1. One pagers
2. Value Proposition canvas
3. Business model canvas
4. PAISA pitch

## SUPPLY CHAIN

1. Supply chain game
2. B2B, B2C, D2C, B2B2C

## DESIGN THINKING

1. Human needs + Empathetic observation + Empathy mapping
2. Service mapping
3. How may we + brainstorming
4. Prototyping and testing

## WORKING IN PROJECT MODE

1. Work breakdown structure
2. Making a project tracker
3. Principles of Agile + Backlog, sprint, scrum

## MONEY AND PROFIT

1. Expenses
2. Contribution
3. Costing and break-even
4. Margins and Pricing

## SUSTAINABILITY

1. Contemporary sustainability issues
2. Change-making leverage points
3. Social entrepreneurship
4. Lifecycle analysis

## PURPOSE & PRODUCTIVITY

1. Mental strength
2. Time and priorities
3. Working in teams



# Personality evolution

Enterprise is carefully designed to empower you to discover yourself and learn to communicate, collaborate & lead.



**At Enterprise we believe that, the person must become ready, before the business-person becomes ready.**

Your Personality not only impacts the people we interact and work with, but it also deeply affects our own self-esteem and sense of pride. This element is omnipresent in every aspect of The Enterprise India Fellowship. You will develop written, oral and visual communication and leadership skills through the multiple learning modes.

At the Enterprise India Fellowship, you will develop your personal ability of:

## SKILLS

### Communication

#### Writing

#### Working with People

#### Networking & reaching out

#### Reflectiveness

#### Curiosity

#### Adaptability

#### Emotional Quotient

#### Managing Multiple Priorities

Being outspoken to communicate an idea or a set of instructions.

Writing emails or documents to explain or sell.

Collaborating with others, being authentic, yet diplomatic.

Utilising your existing network and growing your connections.

Reflecting on one's strengths, growth areas, one's overall story, self-learning.

Hunger to learn, being informed, asking good questions & the intent to listen.

Dealing with change, managing chaos and uncertainty.

Recognising and managing own and others feelings positively.

Managing different tasks, timelines and projects together.

## ATTITUDES

### Growth Mindset

#### Building a Body of Work

#### Authenticity

#### Willingness to make it work

Being open to learning, risks, feedback, able to learn, unlearn and relearn.

Have a range of documented experiences, building consistency.

Honesty about achievements, failures & setbacks in conversations, interviews.

Problem-solving, not stopping on getting stuck.



# The conflux

The power of the program lies in the 'conflux' or the coming together of these three aspects of your development - business skills, personality and career evolution.



"Tell me and I forget, Teach me and I remember, Involve me and I learn"

*Benjamin Franklin*

"Empower me and I will create"

*Team Enterprise*

## WHERE THE MAGIC HAPPENS

Today's world is a global digital village. You can love and do business from anywhere if you have the right tools and methods.

The enterprise is a virtual space where you can connect and work with peers and mentors across the world.

You will learn to use tools for collaborating, project management and brainstorming that will open up your possibilities to create 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	
BUSINESS PROJECTS	
PHASE I	PHASE II
<b>Service Design</b> A design thinking based project to work with a local business in your community and help them improve their customer experience and profitability.	<b>Consulting Projects</b> This is the crux of Enterprise. You will work on real life consulting projects with 4 - 6 businesses and startups. You will be supported by our mentors but you will front-face the client and be responsible for outcomes.
<b>#करो Incubator</b> A group challenge to double a sum of money within a tight deadline using a combination of innovative thinking and smart execution.	<b>ENTRE Projects</b> When you are ready, we will work with you incubate your idea for a social impact or business project that you are deeply committed to.





# 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

## CONFLEXION

Ask any CEO what is one quality that puts them at an advantage, and you are likely to hear - 'the ability to put down thoughts and ideas in writing.'

Every month, our mentors will host a reflection writing workshop. You will learn to use writing as a tool for self transformation and for inspiring and connecting with others. Through the fellowship you will build up a series of blogs and podcasts from your 'conflexions' that will become a part of your digital footprint.



*\*Inspired by University of Iowa's Green Room Series by Professor David Gould.*



# D

## JAMBOREE

While learning and project work happens brilliantly well online, the power of meeting in-person helps the community deepen their connections. Twice a year the entire community is invited for a super fun 3-day, 2-night Jamboree.

This is the time to come together to celebrate, connect and explore with each other.

One of the longest lasting take-ways of a powerful educational experience is lifelong friendships. This is what the Jamboree is designed to serve as a catalyst for.



# E

## RESIDENCIES

The fellowship program is designed to work for participants across the country. Each participant will be invited to visit and work at the physical Enterprise space in Pune for one week during their fellowship. They can choose the month they wish to come based on their convenience.

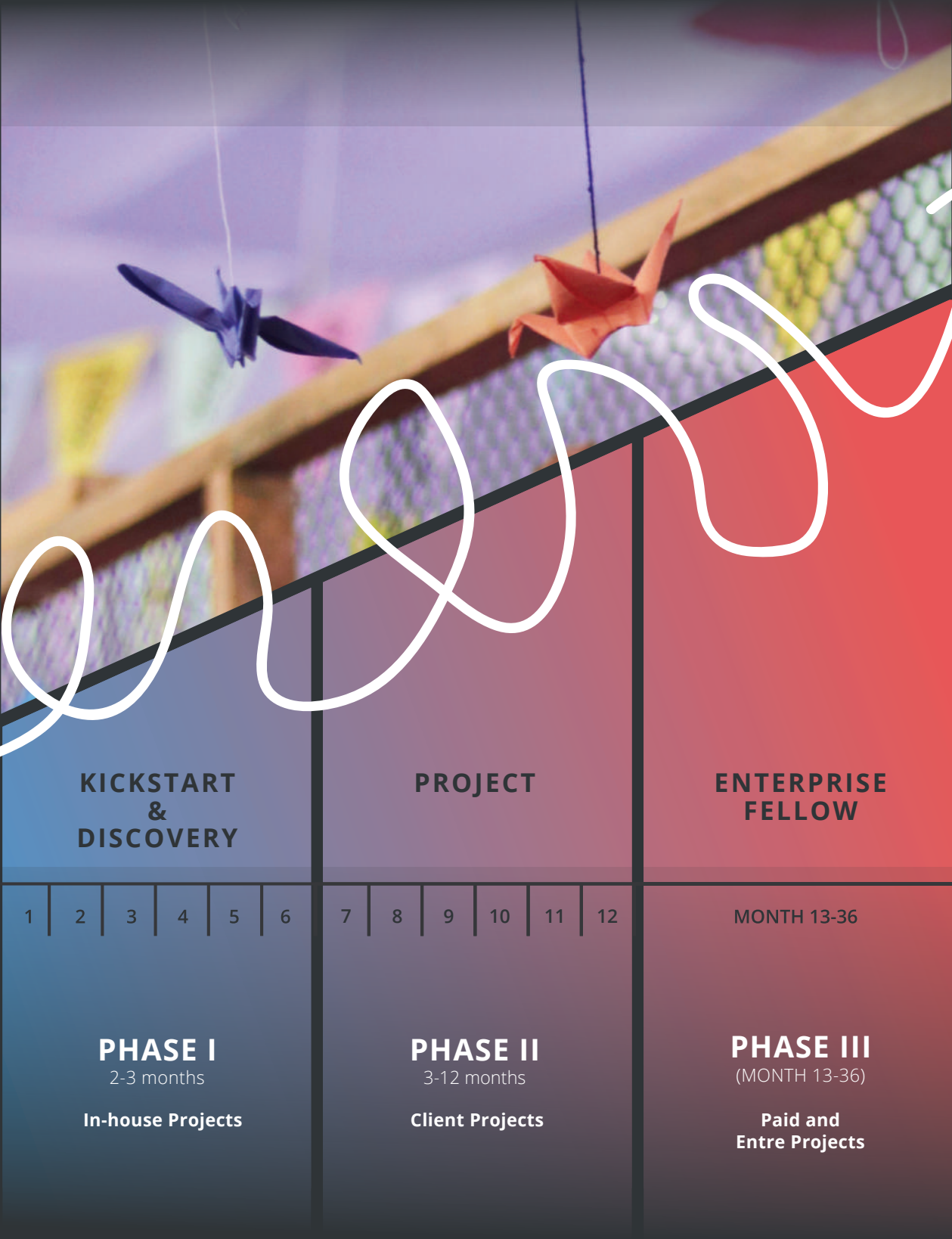
This is an opportunity to work on a project that may involve physical touchpoints and also to deepen their connections with the Enterprise team and mentors.

They will also be encouraged to plan their Pune visit in alignment with their emergent career blueprint. Enterprise mentors will support them to connect with entrepreneurs and business persons in Pune who can support the participants in their career or business journey.



# Fellowship program calendar

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# Fellowship program calendar



When you join the Fellowship, 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 and the requirements of the program, 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."*

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## TIMINGS & SCHEDULE

The program is designed as a part-time fellowship. You are expected to join Weekly Tuesday and Thursday Sessions, from 7-10pm. All the sessions will be online, and also our incubator space in Pune is available throughout the week to work as per your convenience on personal and group projects.

TUESDAYS 7PM - 10PM	THURSDAYS 7PM - 10PM	PROJECT WORK
Peer-Led Workshops Project Updates Green Room Movie/Game Night	Workshops Masterclasses	



# What we expect

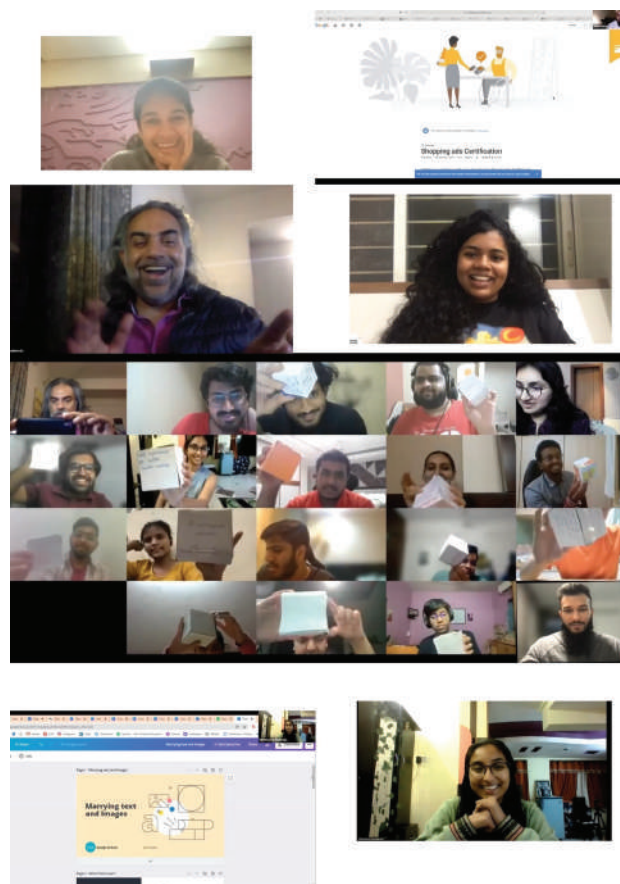
The Enterprise India Fellowship Program, for the most part is self-paced, and meant to inspire self motivation and initiative.

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 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 change-making.
- 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!
- You are willing to shape and sharpen your business acumen

## APPLICATION PROCESS

1. Fill the Application Form (<https://letsenterprise.in/admissions/>)
2. Career Coaching call with Enterprise founders
3. Interview with 2 Teams members

# Social impact

## IMPACT THROUGH OUR PARTNERS

Besides inspiring excellence on your individual journey, we also empower you to be change-makers, 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 alignment with the Sustainability Principles.



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## 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)

# Stories of our fellows

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## Fellows of The Enterprise India Fellowship

**Khushbu Jethwani |**  
Marketing Strategist - Eternal Solutions  
BE Information Tech. ,MIT College Pune

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"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 college batch to have landed a business development role at an IT company straight after graduation."

**Hussain Mala |** 4<sup>th</sup> year student, B. Tech  
Food Technology, MIT ADT College, Pune

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"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 should 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 student,  
BCA, MIT College, Pune

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"The journey of Enterprise has been a journey of gaining skills and self-confidence. I have 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."





# Testimonials

## 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 has 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 - VSCAPE ARCHITECTS

"Our son Dhruv took a gap year after passing the 12th standard, in the year 2018. He has found true mentors and many like-minded, supportive friends; with them he has learnt new things about business as well as about life. I can say Enterprise is a home away from home and the 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

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## Business Leaders, Industry Experts & Employers

**Dhun Patel |**  
Partner - Therefore Design

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"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 a new challenge for them each week. Enterprise Partners are driven and resourceful, just as entrepreneurs should be."

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

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"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

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"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 or start a business and get it right the first time!"

**Nandita Singhal |**  
Director - Secure Meters

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"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."



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1/23 Laxminarayan Park Koregaon Park Road Pune, Pune-411001, Maharashtra, India