Office of the Pr. Chief Commissioner of Income Tax,
Andhra Pradesh & Telangana, Hyderabad,
10th Floor, Income Tax Towers, A C Guards, Hyderabad – 500 004.
Tel. No. 040 – 23425474, 23241427 Fax: 040 23240403
Email id: Hyderabad.dcit.hq.admin@incometax.gov.in

F. No. Pr.CCIT/Circulation/2020-21   Date: 11.01.2021

CIRCULAR

Sub: e-Learning Course on "Entrepreneurship & Start Ups" to be conducted by National Productivity Council of India(NPC) in 1st Week of February, 2021- reg.

Ref: Letter from Director(Economic Services), National Productivity Council of India(NPC), New Delhi dated 06.01.2021.

***

I am directed to forward herewith a copy of the letter received from Director (Economic Services), National Productivity Council, New Delhi for circulation.

(S. SATHIYA)
Joint Commissioner of Income Tax(OSD),
(Hqrs.)(Admn.)(I/c),
O/o.Pr.CCIT, AP&TS, Hyd.

Encl: As above.

To
All Chief Commissioners of Income Tax, AP & Telangana
All CCsIT(ReAC), AP & Telangana
All Pr.CsIT(ReAC), Addl.CIT(ReAC)/Jt.CIT(ReAC), AP and Telangana.

10976,

for Circulation
Asutosh, ITI
7/1/21

NPC/ES/EL/2020-21
Jan 06th 2021

Sub: NPC e-Learning Course

Dear Sir/Madam,

National Productivity Council of India (NPC) an autonomous organization under Department for Promotion of Industry & Internal Trade, Ministry of Commerce and Industry, Government of India is announcing **an e-Learning Course "ENTREPRENEURSHIP & START UPS"**

Register to learn

I To get acquainted with the overall concept of Entrepreneurship and Startup ventures

I Startup ecosystems

I How to create and generate ideas

I How to launch an entrepreneurship or startup venture

I How to develop a Business Plan of the proposed venture

I Marketing, Organization and Financial Plan

I Sources of funding for the new venture

I Growth Strategies

Other details of the course are

Registration Fees Rs 1475/- all inclusive	
For Registration: https://rb.gy/zcgpmy or scan	qrcode (2)
Last date of Registration Jan 31st 2021	
Commencement Date/Week: 1st Week of February 2021 (User Login details to access the course will be communicated to the registered user in the	

1st week of February, 2021
E-Certificate
after successfully completion of the course

We are sure that you would find **e-Learning Course**immensely useful. We request you to register for the **e-Learning Course** and also communicate to your friends/colleagues/employees. Please find ***enclosed Brochure of e-Learning Course*** for your reference.

Please feel free to contact us in case of any further clarifications or queries.
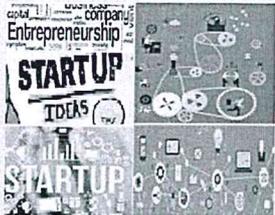
Thanking you and looking forward to participation.

Yours faithfully,
Rajesh Sund
Director (Economic Services)
Direct Phone: 91-11-24607303
Mob: 8799784715, 9868844272
Email: rajesh.sund@npcindia.gov.in

Encl: **e-Learning Course**Brochure

—Brochure.jpg—

A SELF-PACED
E-Learning Course

ON

ENTREPRENEURSHIP
&
START-UPS

Designed & Conducted

By

NATIONAL PRODUCTIVITY COUNCIL
(Under Ministry of Commerce & Industry)
Govt. of India
Lodi Road, New Delhi – 110003

INTRODUCTION
The E-Learning Program "Entrepreneurship and Startups" has been formalized in a manner, by which aspiring learners, can get acquainted with the meaning and concepts of what entrepreneurship is, why it is important, what are its types, what a startup venture is and how different it is from entrepreneurship. It provides understanding of who may be an entrepreneur, what are the characters to develop, and what should be the entrepreneurial mindset. It also provides a vivid description of the Indian startup ecosystem, how to generate a new entry opportunity and ultimately how to develop it into a corporate entrepreneurship.

The Program covers the Entrepreneurial process, by highlighting how ideas are created, how opportunities are recognized, and by evaluation of those opportunities how to create a viable business plan, which includes marketing plan, organizing plan and a financial plan. It also gives a road map of how from the planning stage to formally launching a business entity, what are the types of such entities, how the venture will be funded, and once venture starts how to manage, and thereafter how to harvest growth by adopting strategies.

WHO SHOULD ATTEND
➢ Having an interest in becoming an entrepreneur, but are not yet sure about it.
➢ Professionals, Students and recent Graduates
➢ Business representatives of Companies
➢ Managers from Start-Ups to Established Enterprises.
➢ Officials from MSMEs, Universities, Corporations, PSUs, Academic Institutions etc.

MAIN LEARNING
➢ To get acquainted with the overall concept of Entrepreneurship and Startup ventures
➢ Startup ecosystems
➢ How to create and generate ideas
➢ How to launch an entrepreneurship or startup venture
➢ How to develop a Business Plan of the proposed venture
➢ Marketing, Organization and Financial Plan
➢ Sources of funding for the new venture
➢ Growth Strategies

METHODOLOGY
➢ The course has two Modules with two Assessments/Tests.
➢ After completing 1st Module; there is True/False test with 15 questions.
➢ Similarly after completing 2nd Module; there is MCQ test with 15 questions.
➢ Passing in both the tests is compulsory for successful completion of the Course and for getting e-Certificate.

MODULE-1: CONCEPTS AND ECOSYSTEMS OF ENTREPRENEURSHIP
➢ Entrepreneur and traditional business
➢ Entrepreneurship & Start-up
➢ Types of entrepreneurships and entrepreneurs
➢ Characters to develop for entrepreneurship
➢ Importance of entrepreneurship
➢ The Indian Start up Ecosystem
➢ Corporate entrepreneurship
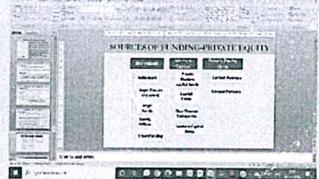
MODULE-2: THE ENTREPRENEURIAL PROCESS
➢ Phases of the Entrepreneurial process
➢ Generating Creative problem-solving ideas
➢ Innovation- new products
➢ Opportunity Recognition & Assessment
➢ Product planning & Development process
➢ Use of E-Commerce in Start-ups
➢ International entrepreneurship- entry strategies
➢ Environment & Industry analysis, marketing strategies
➢ Sources of Funding

NPC e-Learning Course brings to you the provision of learning while online. The best part is, you don't have to worry about the safety and security of your content every time. As sometimes, it is not possible to finish the entire training in one go. NPC e-Learning Course brings with it the provision to start from where the learner left the training last. Sometimes, the reason might be lack of internet connectivity or simply the learner's inability to continue. But that doesn't mean the learner has to start again.

What's more? Your data will be synchronized the next time you reconnect. This online learning feature is basically like a two-way sync between the offline player and the LMS, which ensures that your progress is updated on the LMS. This application helps the learner download e-learning content. This enhances user experience and engagement while supporting the auto-synchronization of the learner's progress.

In a nutshell, the NPC e-Learning Course feature brings in a multitude of benefits in the e-learning sphere. It gives maximum ROI on the existing eLearning investment; it helps in enhancing the end user's learning experience.

ENTREPRENEURSHIP V/S STARTUPS

SOURCES OF FUNDING-PRIVATE EQUITY

PROGRAMME SCHEDULE
ONLINE REGISTRATION
Please click: https://rb.gy/zcgpmy
OR Scan QR code

Registration Fees
Rs 1475/- all inclusive

E-Certificate
after successfully completion
of the course

Further enquiries regarding Course may be addressed to:
Shri Rajesh Sund
Director (Economic Services)
Course Coordinator
Ph.91-11-24607303/
8799784715/9868844272
Fax: 91-11-24615002;
Email: rajesh.sund@npcindia.gov.in