

India Insight: Summer Entrepreneurship Program

Program Overview:

This 3-week intensive program is tailored to provide international undergraduates with a comprehensive understanding of India's entrepreneurial ecosystem. Through a blend of classroom sessions and practical exposure, participants will experience the Indian market and its vast opportunities for entrepreneurs.

Program Objectives:

Grasp the Indian Entrepreneurial Landscape:

Understand the unique challenges and opportunities presented by the diverse Indian market.

Engage with Success:

Spend a week shadowing a successful entrepreneur from ISB, gaining insights into their journey, the impactful ideas they're working on, and the broader market potential.

Hands-On Learning

Combine theoretical knowledge with practical market exposure to understand the nuances of doing business in India.

Program Structure:

Week 1: Understanding Indian Entrepreneurship

- Immersion into India's entrepreneurial and business ecosystem.
- Sessions on market segmentation, consumer behaviour, and localization strategies specific to India.

Duration:

3 weeks (July - August)

Fee:

\$5,000 USD per participant

Target Audience:

50 undergraduate students from around the world seeking a summer break immersion in entrepreneurship.

Week 2: Building Business Acumen

- Workshops on startup financing, scaling, and navigating regulatory landscapes.
- Guest lectures from seasoned entrepreneurs sharing their journeys and lessons learned.
- Group activities and case studies based on authentic Indian startups.

Week 3: Entrepreneurial Shadowing

- Paired with a successful ISB entrepreneur, participants will get an opportunity to shadow and understand the day-to-day challenges and strategies in real-time.
- Engage in brainstorming sessions, attend key meetings, and assist in decision-making processes.
- Reflection sessions to consolidate learning and share experiences.

Program Highlights:

- Direct mentorship from successful entrepreneurs who have made a significant impact in their domains.
- In-depth exposure to the challenges and opportunities of the Indian market.
- Opportunity to network with Indian entrepreneurs, potential business partners, and fellow international participants.
- Engage in cultural activities to understand the socio-economic fabric of India, providing essential context for business insights.

Who Should Apply?

- International undergraduate students looking to spend their summer break in a productive and insightful manner.
- Students with an interest in understanding global business landscapes, especially the burgeoning Indian market.
- Individuals keen on gaining both theoretical knowledge and practical experience in entrepreneurship.

Inclusions:

- Accommodation for the duration of the program.
- All program-related travel within India.
- Meals: Breakfast, Lunch, and Dinner.
- Course materials and resources.
- Certification upon successful completion.