

EDN-HE (17)-25/2011-Voc- Skill Development  
Directorate of Higher Education,  
Himachal Pradesh, Shimla-1

To

Dated Shimla the 21 OCT 2015 (16 Oct, 2015)

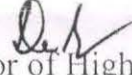
All the Principal,  
Govt. Colleges, H.P.

Subject:- Regarding proposal for entrepreneurship Development Programme in H.P.

This is with reference to letter no. EDN-B-F (4)11/2014 dated 15/06/2015 received from the Addl. Chief Secretary Education to the Government of Himachal Pradesh regarding the subject cited above.

In this regard, it is informed to you that the students of final year can opt for Entrepreneurship Development Programmes if they desire so. The details of this Programme are being sent to you for your ready reference. Therefore, you are directed to take necessary action in the matter under intimation to the undersigned.




  
Director of Higher Education  
Himachal Pradesh, Shimla-1

Endst.No. Even Dated: Shimla-171001

16 Oct, 2015.

A Copy for information is forwarded to:-

1. The Addl. Chief Secretary (Edu.) to the Govt. of Himachal Pradesh, with reference to letter No. EDN-B-F (4) 11/2014, Dated 15/06/2015.
2. The Registrar HP University Shimla.
3. The Registrar Horticulture University Nauni, Distt Solan.
4. The Registrar Agriculture University Palampur.
5. The Addl. Director Higher Education (College), Directorate of Higher Education, Himachal Pradesh, Shimla-1.
6. The Joint Director of Higher Education (C-I), Himachal Pradesh.
7. The Branch Officer IT cell, Directorate of Higher Education Shimla to upload on Departmental website.

  
Director of Higher Education  
Himachal Pradesh, Shimla-1

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No.EDN-B-F(4)11/2014  
Government of Himachal Pradesh  
Department of Higher Education

From

The Addl. Chief Secretary (Edu) to the  
Government of Himachal Pradesh

To

The Director, Higher Education,  
Himachal Pradesh, Shimla-171001  
Dated: Shimla-171002

15-6-2015

Subject:-

Regarding proposal for entrepreneurship Development  
Programme in H.P.

Sir,

I am directed to enclose herewith a photo copy of letter No.  
Secy/CM-E0201/2012-DEP-C-247115 dated 01-06-2015 (alongwith enclosures)  
received from Under Secretary to the Chief Minister of Himachal Pradesh on the subject  
cited above and to request you to take necessary action in the matter under intimation to  
this Department.

Your faithfully,

*[Handwritten signature]*

Additional Secretary (Edu) to the  
Government of Himachal Pradesh.

P. A. Cell	488735
DHE.....	
15 JUN 2015	
Branch	NOC. Edu.

53237337  
24-6-15  
(94)

हिमाचल प्रदेश सरकार  
साामान्य प्रशासन विभाग  
(गोपनीय एवं मंत्रीमण्डल)

नस्ति संख्या: जी०ए०डी० (सीसी) 1 (ए) 30/2008 दिनांक 21 मई, 2015

कार्यालय आदेश

इस विभाग के कार्यालय आदेश संख्या: जी०ए०डी०(सीसी)1(ए) 30/2008 दिनांक 5.5.2009 द्वारा जारी रथाई आदेश में निम्नलिखित मामलों पर आंशिक संशोधन किया जाता है--

अनुबन्ध-क- "क" अनुभाग, संख्या 2(7) में प्रधान सचिव/सचिव स्तर:-

10,000 रुपये से ऊपर के स्थान पर 50,000 रुपये से ऊपर व्यय की प्रासंगिक स्वीकृति ।

इसी अनुभाग में संख्या 3(11) में विशेष/अतिरिक्त/संयुक्त/उप/अवर सचिव के स्तर:-

10,000 रुपये के कम के स्थान पर 50,000 रुपये से कम व्यय की प्रासंगिक स्वीकृति ।


उपरोक्त संशोधन तत्कालीन प्रभाव से लागू होंगे ।

1/6  
DS(EE)

आदेश द्वारा

मुख्य सचिव  
हिमाचल प्रदेश सरकार ।

9/01/06  
So (SMB)



2/3/6  
SMB

53238648-EDB

5-6-15

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हिमाचल प्रदेश सरकार  
मुख्य मन्त्री कार्यालय  
HIMACHAL PRADESH GOVERNMENT  
CHIEF MINISTER'S OFFICE

क्रम संख्या 0877935

तार पता : चीफसेक  
Telegraphic Address : CHIEFSEC,  
Fax No. 0177-2625011

एलर्जली  
शिमला-171 002.  
ELLERSLIE  
SHIMLA-171 002.

Sub :- Regarding proposal for entrepreneurs Development Programme in  
H.P.

Enclosed please find herewith a photo copy of letter dated -nil-  
alongwith its enclosure(s) in original received from M/MTS, S.C.F. 55, 1st  
Floor, Urban Estate Phase-I, Jalandhar on the subject noted above.

It is requested to examine the proposal on file.

Under Secretary  
to the Chief Minister

The Addl. Chief Secy. (Education) to the  
Govt. of HP, HP Sectt. Shimla-2171002

No. Secy/CM-E0201/2012-DEP-C-247115, Dated :

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Asced

03/06  
So (Edn B)

3/6  
Sun-PS

Chief Minister's  
Section - A  
01 JUN 2015  
H.P. Sectt.,  
Shimla - 171002



Ref. No. SE-EDP/1002

To,

The Chief Minister,  
Himachal Pradesh

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Let's Move And Move About Law And Law™

xpert LLP  
www.shikshaexpert.org

Date 15.05.2015

**Subject: Proposal for Entrepreneurship Development Programme in Himachal Pradesh**

Respected Sir,

Shiksha Expert LLP is a Jalandhar based India's leading education group, producing quality professionals at a competitive level in line with the national education philosophy. We provide a variety of educational courses including career counseling and advice, industrial trainings, vocational training, and entrepreneurship guidance.

**Situation**

Himachal Pradesh has 86 degree colleges providing education in all fields of knowledge. The state is also planning to establish 16 new universities, in an effort to give a boost to higher education. Despite the efforts, the entrepreneurial ecosystem has not surfaced. Almost all of the start-ups are either agriculture or tourism based.

**Proposed Solution**

We propose an 8-weeks entrepreneurship development programme (EDP) for the undergraduate, graduate, and post-graduate students of Himachal Pradesh with an aim to create and hone the business ideas of students. The EDP is to help student think like entrepreneurs and give vent to their business ideas. The focus will be to extract and hone as many start-up ideas as possible.

**Programme Objectives**

- To create new entrepreneurs by the end of the programme
- To create new jobs for the skilled and unskilled labour
- Understand the process and procedure involved in setting up a new enterprise.

S.C.F. 55, 1st Floor,  
Urban Estate Phase - I,  
Jalandhar - 144022  
Contact - 0181-6576570  
(M.) 98033-39000, 94650-04265

Ref. No.....

Date.....

- Know the sources of help and support available for starting a small enterprise.
- Acquire the necessary managerial skills required to run a new venture.
- To spread the message of entrepreneurship amongst the society at large.
- To motivate younger generation thereby promoting social entrepreneurship far and wide.

### Service Details

Our proposed 8-week entrepreneurship development programme will contain 1 lecture per week. The courses will be running for undergraduate, graduate, and postgraduate students. The student will be guided from a business idea and equipped with skills to develop and execute a business model.

Some of the programme highlights are:

- Start-up idea based interaction
- Regular guest lecture from industry experts
- One lecture per week
- Case studies
- Development of students' own business model

### Requirements

The implementation of the above programme requires following resources from the Govt. of Himachal Pradesh for its reliable operation.

- 8 weeks of support from college administration for classroom facility
- Rs. 1000 per student including taxes

### Financial Considerations

The major costs incurred in the implementation of the programme are in hiring and deploying the entrepreneur and start-up experts in each of the college of Himachal Pradesh. The cost incurred per student is Rs. 1000 including taxes which should be paid as one-time



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*"An Expert Is One Who Knows More And More About Less And Less"*  
**Shiksha Expert LLP**  
[www.shikshaexpert.org](http://www.shikshaexpert.org)

Ref. No.....

Date.....

payment at the time of registration. All payments shall be made in company's current account by cash deposit, cheque or NEFT.


Payment should be made to the following account details

Shiksha Expert LLP  
HDFC A/c no. 50200006216773  
IFSC Code: HDFC0001383  
Branch: HDFC, CHOTTI BARADARI, JALANDHAR

The detailed report of the proposal is attached with this proposal letter.

Kindly give us a chance to contribute to the development of Himachal Pradesh and foster a better socio-economic environment.

Regards,

  
Himanshu Garg 15/5/2015  
Shiksha Expert LLP

S.C.F. 55, 1st Floor,  
Urban Estate Phase - I,  
Jalandhar - 144022  
Contact - 0181-6576570  
(M.) 98033-39000, 94650-04265

2019

Entrepreneurship Development  
Programme (EDP) for Himachal Pradesh



Shiksha Expert<sup>TM</sup>

Your Counselor For Life

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## General Information

1	<b>Name of the Project</b>	Entrepreneur Development Programme for Himachal Pradesh
2	<b>Implementing Organization</b>	Shiksha Expert LLP
3	<b>Project Coordination Office</b>	Shiksha Expert LLP SCF 55, Urban Estate Phase-1, Jalandhar - 144022 Email: <a href="mailto:shikshaexpert@yahoo.com">shikshaexpert@yahoo.com</a> Contact number: 0181-6576570
4	<b>Contact Person</b>	Er. Himanshu Garg - +91-980-333-9000 Er. Nitin Jain - +91-946-500-4265
5	<b>Target Area</b>	All the 12 districts of Himachal Pradesh
6	<b>Target Group</b>	1. Undergraduate, graduate and post-graduate postgraduate students 2. Research fellows
8	<b>Total Cost of the Project</b>	Rs. 1000 per student (including taxes)

## Target Area Details

Himachal Pradesh has 86 degree colleges providing education in all fields of knowledge. The state is also planning to establish 16 new universities, in an effort to give a boost to higher education. The state offers a wide range of fiscal and policy incentives for businesses under the Industrial Policy, 2004. Additionally, the state has well-drafted sector-specific policies for the biotechnology and IT. The state has a large base of skilled labour, making it a favourable destination for knowledge-based sectors. Further, the state has a large pool of semi-skilled and unskilled labour.

The rich natural resources of the state are favourably suited for investments in major sectors such as procurement of agricultural produce, hydroelectric power, cement and tourism. The districts of Solan, Sirmour, Kangra and Una lead in terms of investments attracted.

In an effort to provide infrastructure support to entrepreneurs, the Himachal Pradesh Government has developed 38 industrial areas and 15 industrial estates. Industrial areas have been set up at Baddi, Barotiwala, Parwanoo, Kala Amb, Paonta Sahib, Mehatpur, Tahliwal, Amb, Sansarpur Terrace and Golthai.

Source: *Indian Business Equity Foundation* ([www.ibef.org](http://www.ibef.org))

# What is Entrepreneurship Development Programme (EDP)?

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EDP is a programme meant to develop entrepreneurial abilities among the people. It is a strategic process to inculcate, develop, and polish entrepreneurial skills in a person or a community to establish and successfully run an enterprise.

Entrepreneurship Development Programme is designed to help an individual in strengthening his entrepreneurial motive and in acquiring skills and capabilities necessary for playing his entrepreneurial role effectively. It is necessary to promote this understanding of motives and their impact on entrepreneurial values and behaviour for this purpose.

## Need of Entrepreneurship Development Programmes

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- Entrepreneurship will result in the creation of new jobs for the skilled and unskilled labour
- EDP facilitates in removal of industrial slums because it leads for decentralization of industries.
- It facilitates in harnessing of locally available resources which are abundant by providing training and education to entrepreneurs.
- It defuses social tension by diverting unemployed youths for self employment. Young youths feel frustrated in the absence of employment.
- Entrepreneur mobilizes idle savings of the people into productive investment and thereby helps in the state of capital formation.
- EDP helps in improving standard of living of the people because innovation leads to production of goods and services in a wide sphere.
- It facilitates balanced regional development as it enables development of entrepreneurs in different areas of the state or county.

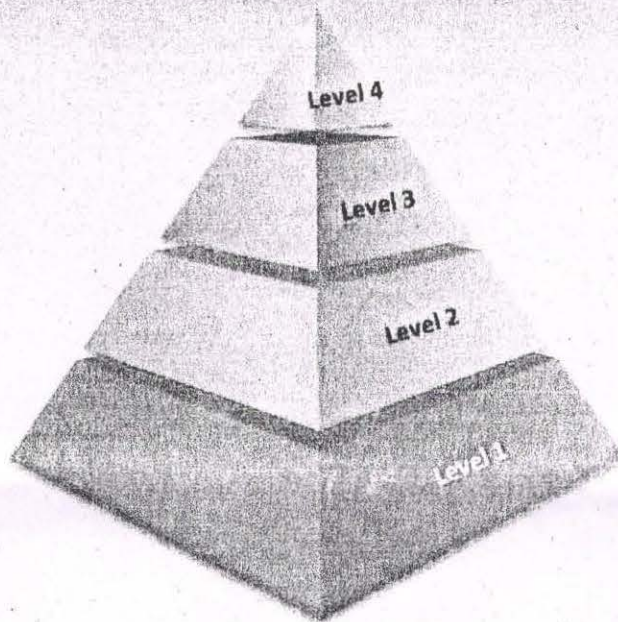
## Entrepreneurship in India

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India has a large and growing consumer market, and on the basis of studies conducted by the Asian Development Bank, its middle class is set to rise from a quarter of the population

in 2005 to almost 60% in 2030. The image of entrepreneurs is being significantly boosted by national programs and their success stories. The Government's plans to rejuvenate the economy could create significant market opportunities for entrepreneurs. Accelerated economic growth should also attract investors looking for innovative projects with high potential returns. Moreover, Indian entrepreneurs are well-placed to take advantage of growth in other markets in Asia, Europe, Africa and South America.

## Entrepreneurship Pyramid in India



- **Level 1:** Agriculture and other activities: Crop production, Plantation, Forestry, Livestock, Fishing, Mining and Quarrying.
- **Level 2:** Trading services: Wholesale and retail trade; Hotels and Restaurants
- **Level 3:** Old economy or traditional sectors: Manufacturing, Electricity, Gas and Water supply
- **Level 4:** Emerging sectors (including knowledge intensive sectors): IT, Finance, Insurance and Business services, Construction, Community, Social & Personal Services, Supply Chain, Transport-Storage-Communications etc.

Source: Entrepreneurship in India, National Knowledge Commission 2008

## How the Government is helping?

The Government has recognized the need for action. In the second half of 2012, it unveiled a series of reforms to kick-start the economy, which included allowing 51% foreign direct investment (FDI) in multi-brand retail and 100%. Other than that, the government has also started other initiatives to promote entrepreneurship.

1. **Credit Guarantee Fund Trust for Small & Micro Enterprises (CGTSMSE)**  
CGTSMSE provides credit guarantees to entrepreneurs looking to set up new enterprises or to expand their existing operations. It enables banks to lend up to

INR10m ( US\$212k) to entrepreneurial businesses without any collateral or security. As of 31 July 2012, a total of 870,000 applications, worth INR417.9b (US\$8.8b), had been approved for these credit guarantees. The scheme is operated through a network of around 100 banks and financial institutions.

**2. Technopreneur Promotion Programme (TePP)**

The TePP is an initiative of the Department of Scientific and Industrial Research (DSIR). It aims to help individual technological innovators become successful entrepreneurs by promoting, supporting and funding their projects. Between 2007 and 2012, TePP supported a total of 400 projects with around INR270m (US\$5.7m).

## Indian Organizations Supporting Entrepreneurship

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There are a variety of associations which help & encourage the cause of industry. These associations provide support & strength to the entrepreneurs & the organizations they setup. Additionally, industry association networks are crucial in steering government policy & action as well.

- National Bank for Agriculture & Rural Development (NABARD)
- Laghu Udyog Bharati (LUB)
- Federation of Indian Chambers of Commerce and Industry (FICCI)
- Confederation of Indian Industry (CII)
- The Associated Chambers of Commerce and Industry of India (ASSOCHAM)
- Federation of Indian Micro and Small & Medium Enterprises (FISME)
- World Association for Small and Medium Enterprises (WASME)
- India Trade Promotion Organisation (ITPO)
- Technology Innovation Management and Entrepreneurship Information Service Asian and Pacific Centre for Transfer of Technology (APCTT)

## Entrepreneurship in Himachal Pradesh

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The State Government together with Confederation of Indian Industry (CII) had joined hands to introduce the potential for investments in various projects in Himachal Pradesh.

- TATA Company limited proposed to invest in Hydro-Power Sector in a big way and proposed to set up five to six projects and that to within a given time period. They also proposed the introduction of cable cars and ropeways in the State
- Arun Nanda, chairman and director Mahindra & Mahindra, proposed setting up Arts and crafts village and expanding resorts in lower belt of Himachal Pradesh for boosting tourism and setting up International educational institutes
- Manoj from Amaron limited and Meridian Group offered an investment of rupees 600-700 crore with interest-area in Solar and Bio Mass energy using obnoxious weed lantana and Pine needles for generating electricity and planning 10 MW Solar Energy project in the State immediately and a introducing House Boats in Pong besides Bird Culture towers on their own land private land.
- The Government was paying for removal of lantana at Rs 10 per quintal or so and there was no dearth of lantana which will also provide indirect employment to the local people.
- More companies as Glenmark, Hindustan Levers, United Phosphorous Limited, (UPL), HI Tech India Private ltd besides many other small and big business houses interacted with the Chief Minister and proposed to invest in the State.

(Source: *Himachal Pradesh to be pushed as destination for entrepreneurs.* <http://timesofindia.indiatimes.com>. Nov 2014)

There are other important Government of India initiatives, especially in IT and BPM sector which will open up new frontiers and opportunities for aspiring entrepreneurs.

- Establishment of Software Technology Parks of India (STPIs).
- Special Economy Zones (SEZ) Policy.
- National e-Governance Plan (NeGP).
- Incentives for units in SEZ as specified in respective acts.
- An IT park in Himachal Pradesh has been proposed - Waknaghat (Distt. Solan)

## Problem of Entrepreneurship in Himachal Pradesh

Most of the start-ups in Himachal Pradesh are restricted to level I, level II, and level III of the entrepreneurship pyramid in India. Almost all of the start-ups are agriculture based, traditional energy and manufacturing based, and tourism and trading based. Lack of start-ups from the level IV entrepreneurship pyramid in India has been the main hurdle in the development of start-up friendly culture. With one central university, four state universities and sixteen private universities, there is a huge potential for entrepreneurs in the state.

# Proposed Solution

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We propose an 8-weeks entrepreneurship development programme (EDP) for the undergraduate, graduate, and post-graduate students along with research fellows of Himachal Pradesh with an aim to create and hone the business ideas of students. The EDP is to help student think like entrepreneurs and give vent to their business ideas. The focus will be to extract and hone as many start-up ideas as possible.

Some of the programme highlights:

- Start-up idea based interaction
- Regular guest lecture from industry experts
- One lecture per week
- Case studies
- Development of students' own business model

## Programme Objectives

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- To create new entrepreneurs by the end of the programme
- To create new jobs for the skilled and unskilled labour
- Understand the process and procedure involved in setting up a new enterprise.
- Know the sources of help and support available for starting a small enterprise.
- Acquire the necessary managerial skills required to run a new venture.
- To spread the message of entrepreneurship amongst the society at large.
- To motivate younger generation thereby promoting social entrepreneurship far and wide.
- Develop and strengthen the entrepreneurial quality, i.e. motivation or need for achievement.
- Analyse environmental set up relating to small industry and small business.

Besides, some of the other important objectives of the EDP are to:

- Let the entrepreneurs set or reset objectives for their enterprise and strive for their realization.
- Enable entrepreneurs to think clearly about their businesses allowing them to take better business decisions
- Enable to communicate clearly and effectively.
- Develop a broad vision about the business

# Program Details

Part	Module Name	Module Highlights
1	Entrepreneurial Perspective	<ul style="list-style-type: none"><li>• What is entrepreneurship?</li><li>• Who is an entrepreneur?</li><li>• Entrepreneurship, creativity, and innovation</li><li>• The world's most innovative companies</li><li>• Types of innovations</li><li>• Entrepreneurs and strategic decisions</li><li>• The opportunity analysis canvas</li></ul>
2	Entrepreneurial Mindset, Motivations and Behaviours	<ul style="list-style-type: none"><li>• Entrepreneurial mindset</li><li>• Entrepreneurial motivations</li><li>• Entrepreneurial behaviours</li><li>• Risk taking in entrepreneurial decision-making</li><li>• Risk, uncertainty, and stakeholder involvement</li></ul>
3	Understanding the Market	<ul style="list-style-type: none"><li>• Knowledge conditions</li><li>• Demand conditions</li><li>• Industry lifecycle</li><li>• Industry structure</li><li>• Competitive advantage</li><li>• Learning curve</li><li>• Complementary assets</li><li>• Reputation effects</li></ul>
4	Understanding Customers and Business Models	<ul style="list-style-type: none"><li>• Macro changes that increase new venture opportunities</li><li>• Exploring and satisfying real market needs</li><li>• Strategic positioning and planning</li><li>• Value innovation</li><li>• Opportunity identification</li><li>• Business modelling</li><li>• Business planning</li></ul>
5	Developing the Business Model	<ul style="list-style-type: none"><li>• Value innovation</li><li>• Solving real problems</li><li>• Creative value for stakeholders</li><li>• Building superior and sustainable advantage</li><li>• Teaming</li><li>• Crafting business models that work</li></ul>
6	Discovering the Customer	<ul style="list-style-type: none"><li>• Customer segments, value propositions, and product features</li><li>• Customer types</li><li>• Customer segments</li><li>• Customer archetypes</li><li>• Minimum viable product</li></ul>

- 7 **Creating the Marketing and Sales Strategy**
  - Understanding the marketing mix
  - Promotion and placement
  - Pricing
  - Sales forecasting
- 8 **Refining the Solution**
  - Managing the sales pipeline
  - Product fit
  - Validating the revenue model
  - Scaling sales and demand
  - Building the company

<b>Total Duration</b>	<b>8 Weeks</b>
<b>Total Cost</b>	<b>Rs. 1000 per student</b>

## Payment Terms

1. All orders for Subscription of this Package/ Modules by different colleges/head of education department shall be initiated by written purchase orders sent to Shiksha Expert LLP, Jalandhar by Email or by Facsimile.
2. Rs.1000 per student (including taxes) one-time payment fee should be made at the time of registration.
3. All Payments shall be made on monthly basis in company's current account by cash deposit, cheque, or NEFT.
4. Payment should be made to following account details

Shiksha Expert LLP,  
A/c no. 50200006216773  
IFSC Code: HDFC0001383,  
Branch: HDFC, CHOTTI BARADARI, JALANDHAR