



Ministry of Micro, Small and Medium Enterprises,
Government of India



ISO 9001 : 2008
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MSME TECHNOLOGY DEVELOPMENT CENTRE (CDGI)

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES, GOVT. OF INDIA

- A1/1, Industrial Area, Jalesar Road, Firozabad 283203, Uttar Pradesh
- www.cdgiindia.net

BRIEF DESCRIPTION OF TRAINING PROGRAMME

Innovation And Entrepreneurship

Innovation and entrepreneurship are two closely related words used in the business world. Some may think they mean the same, but using them interchangeably would be making a big mistake. While they revolve around the same idea, it is crucial to understand the difference.

Innovation is applying your creativity to come up with a unique idea or solution. It is technological invention, which lets parts do what they could not previously do. You have an engine, wheels and axles and you put them together to invent a car. Progress depends on innovation and great innovators can get rich.

Entrepreneurship, by contrast, is applying the innovation to bring the ideas to life. It is social invention, which lets people do what they could not previously do. Entrepreneurs grasp the opportunity to cash in on the innovation. They build businesses and propel the innovation forward. Progress depends on entrepreneurship and great entrepreneurs get even richer than great innovators

- 1. Design thinking concept and importance**
- 2. Understanding the concept of Agile Thinking**
- 3. Deep thinking and Underdog Strategy for the business**
- 4. Business Model Innovation post covid**
- 5. Product to Platform**

6. Integration of Innovation with Entrepreneurship

7. Potential reason for the failure of startups

8. 7 Important points for new entrepreneurs.

9. 3C framework

10. Case studies.

Date- 19 to 20 February, 2022 (2 Days, 5pm to 8.30pm)

1) Course Fee: Rs. 2500/-

Please find below bank details

PAYMENT TO BE MADE ONLY IN CDGI ACCOUNT

Online (NEFT) Transfer to M/o MSME Technology Development Centre CDGI Account

Name: Centre for the Development of Glass Industry

Bank: Axis bank ltd ,

A/c No. 672010100020712

IFSC Code: UTIB0000672

Pls send screenshot of payment details for seat confirmation

FOR MORE DETAILS PLEASE CONTACT:

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