



Desai Sethi School of
Entrepreneurship

Your First Step
Towards Building India's Next Big Venture

e-Postgraduate Diploma in
**Innovation &
Entrepreneurship**

Desai Sethi School of Entrepreneurship, IIT Bombay



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Innovation & Entrepreneurship: The Indian Growth Story

► India's innovation economy is accelerating

India's entrepreneurship startup ecosystem has grown to **2.12 lakh DPIIT-recognised startups**, according to Press Information Bureau (PIB) reports, while the country's technology landscape continues to be reshaped by **AI, cloud and data centres**. India's IT spending is projected to exceed **\$176 billion in 2026**, according to data released by Gartner, Inc.

Healthcare is projected to become a **US\$638 billion** industry, fintech is expected to manage over **US\$1.5 trillion in AUM by 2030**, while India's transition to a net-zero economy could unlock **US\$10.1 trillion** in investment opportunities. AI is further accelerating innovation, with the potential to generate **US\$135.6–149.9 billion** in value for manufacturing MSMEs by 2035.

A joint report titled "Unlocking the AI Edge for MSMEs" published by PwC India highlights that artificial intelligence is creating substantial new possibilities across sectors, with the technology projected to generate between **\$135.6 billion and \$149.9 billion** in value for **India's manufacturing MSMEs by 2035**.

► The opportunity is significant. The challenge is scale

The next phase of India's growth will depend on transforming ideas, research and proof-of-concepts into scalable ventures.

As the venture ecosystem moves towards profitability, unit economics and cash flow, entrepreneurs and innovators need more than ideas. They need the ability to identify opportunities, validate solutions, build sustainable business models and take innovations to market.

► Building the next wave of Indian innovation

According to McKinsey & Company's flagship research report, India's Future Arenas: Engines of Growth and Dynamism, **India's 18 rapidly expanding sectors** have the potential to collectively generate revenues between **\$1.7 trillion and \$2 trillion by 2030**, unlocking vast opportunities spanning technology, manufacturing, sustainability, and various other emerging industries.

The opportunity is growing.

The need for capable entrepreneurs is greater than ever.

► Key Market Signals

120+ Unicorns

India is home to one of the world's largest unicorn ecosystems

¹Invest India / DPIIT

3rd Largest Startup Ecosystem

India ranks among the world's top three startup ecosystems

¹Startup India / Invest India

1.6M+ Jobs

Employment generated by DPIIT-recognised startups across India

¹DPIIT

\$176B+

India's projected IT spending by 2026

¹Gartner

\$149.9B

Potential AI opportunity for manufacturing MSMEs by 2035

¹PwC India & ORF

\$1.7–2T

Potential revenue from 18 high-growth arenas by 2030

¹McKinsey & Company

Profitability First

India's VC ecosystem is shifting towards profitability, unit economics and cash flow

¹Bain & Company



IIT Bombay Rankings & About Educational Outreach

► IIT Bombay Rankings



► About IIT Bombay

Indian Institute of Technology Bombay (IITB) stands as one of India's premier institutions of higher education and research, renowned globally for its excellence in engineering, science, technology, and design.

Established in 1958, IIT Bombay has consistently remained at the forefront of innovation, academic excellence, and thought leadership, producing graduates who have made significant contributions across industries, academia, research, and entrepreneurship worldwide. With a strong culture of interdisciplinary learning and innovation, the Institute continues to shape future-ready leaders and drive meaningful societal impact.

► About Educational Outreach

Educational Outreach (EO) at IIT Bombay is dedicated to meeting the knowledge enhancement and upskilling needs of professionals in industry, academia, and government, empowering them to excel and adapt in a changing world. Participants also gain access to IIT Bombay's cutting-edge research and resources across a wide range of domains. EO has upskilled 35,000+ professionals, delivered 800+ programmes, covered 100+ learning disciplines, and partnered with 300+ corporate and government organisations, reflecting its continued commitment to lifelong learning and professional development.

► About the Desai Sethi School of Entrepreneurship (DSSE), IIT Bombay

The Desai Sethi School of Entrepreneurship (DSSE) at the Indian Institute of Technology Bombay is a pioneering entrepreneurship school and combines academics with practice to serve the needs of a growing nation. Originally established as the Centre for Entrepreneurship in 2014, it was elevated to its current status in 2020, reflecting IIT Bombay's commitment to nurturing entrepreneurial talent and building an innovation-driven ecosystem in India.

DSSE plays a pivotal role in empowering students, researchers, and aspiring entrepreneurs with the mindset, skills, and expertise required to translate innovative ideas into impactful ventures. It combines rigorous academic offerings with hands-on experiential programmes and mentoring, positioning itself as a leader in entrepreneurship education in the country.

DSSE has trained over 5500 students, mentored over 1500, and helped in the formation of over 130 startups.



Overview

The global innovation and entrepreneurship landscape is transforming at an unprecedented pace. India's vibrant startup ecosystem, coupled with the rise of corporate intrapreneurship and technology-driven ventures, demands a new breed of leaders, individuals equipped with the mindset, frameworks, and capabilities to translate ideas into market-ready ventures.

The e-Postgraduate Diploma in Innovation & Entrepreneurship from the Desai Sethi School of Entrepreneurship (DSSE), IIT Bombay, is meticulously designed to meet this demand. This rigorous 36-credit diploma, delivered in a flexible format, empowers aspiring entrepreneurs, startup founders, corporate intrapreneurs, and R&D professionals to master the entire venture creation lifecycle. From opportunity identification and design thinking to entrepreneurial finance and leadership, the curriculum blends academic rigour with practical, application-driven learning. Join a vibrant cohort of innovators and gain the prestigious IIT Bombay credential that sets you apart.



Key Learning Outcomes

Identify and Validate Opportunities

Systematically spot and assess viable business opportunities, apply design thinking, and validate customer problems through structured discovery processes.

Develop and Prototype Solutions

Translate innovative ideas into tangible products or services, leveraging prototyping tools, design methodologies, and iterative testing for market fit.

Master Entrepreneurial Finance

Navigate the financial landscape of new ventures, including funding strategies, valuation, cash flow management, and investor negotiations.

Formulate Go-to-Market Strategies

Design and execute effective marketing, branding, and sales strategies, including B2B and B2C models, to successfully launch and grow a venture.

Build and Lead High-Performance Teams

Cultivate essential leadership qualities, understand team dynamics, and build robust organisational capabilities to drive venture success.

Create Scalable and Sustainable Ventures

Develop a comprehensive business model, assess financial viability, and strategise for sustainable growth and scalability in a competitive market.

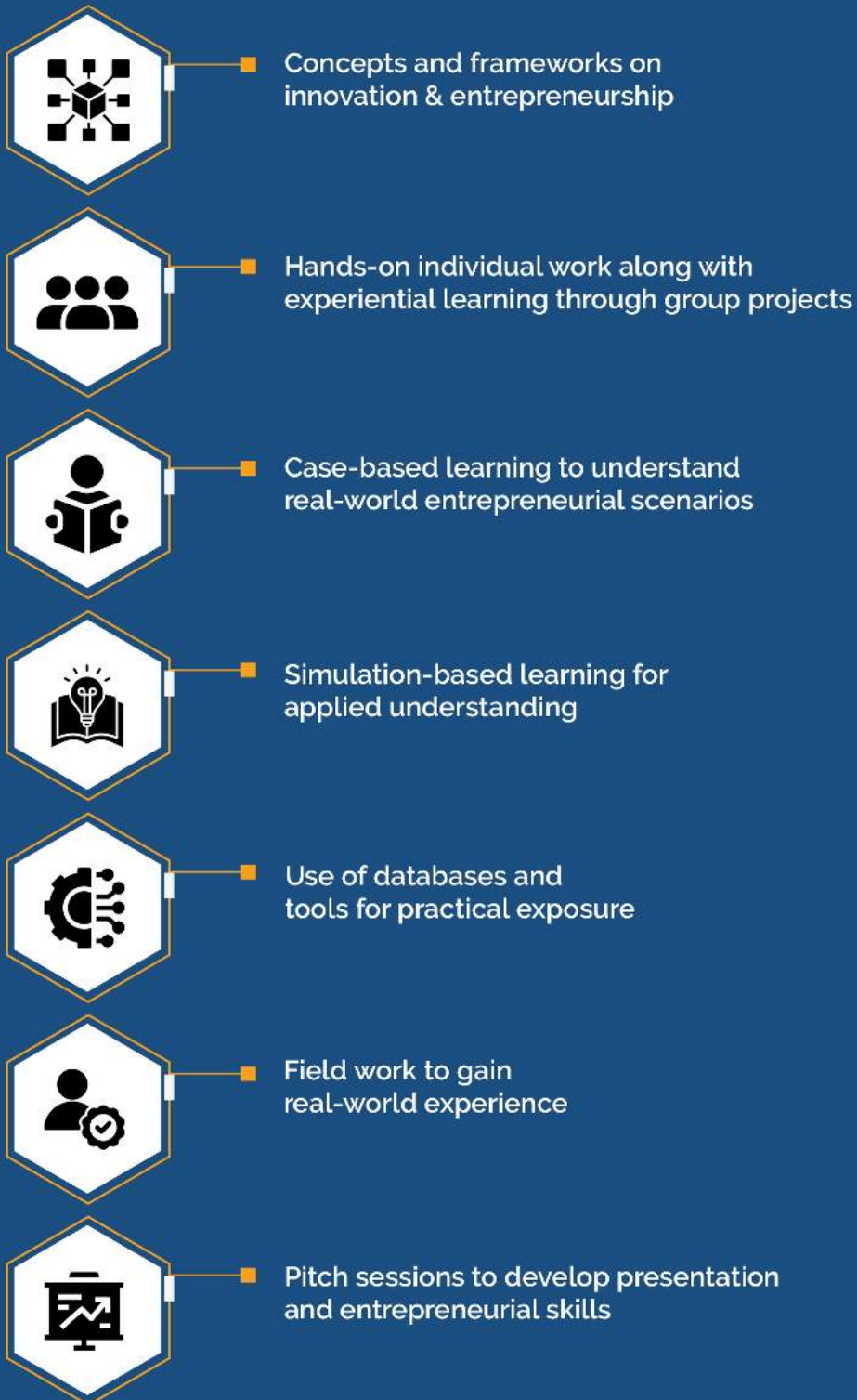


Key Differentiators

1	IIT Bombay e-Postgraduate Diploma credential	Earn an IIT Bombay e-Postgraduate Diploma upon successful completion.
2	e-Alumni Status	Receive IIT Bombay e-Alumni Status upon successful completion of the ePGD.
3	Entrepreneurship Focused Curriculum	Build expertise in innovation and entrepreneurship for startups and corporate innovation, through a structured curriculum.
4	Flexible Structure	Complete the 36-credit diploma in 1–3 years.
5	Practice-Oriented Learning	Identify opportunities, develop prototypes and create business plans.
6	Ecosystem Engagement	Connect with incubators, investors, mentors and potential customers.
7	Diverse Peer Learning	Learn alongside professionals from startups, industry, R&D and innovation ecosystems.
8	Application-Based Approach	Focus on real-world venture creation and business-oriented outcomes.
9	From Opportunity to Venture	Identify opportunities, design solutions and turn ideas into prototypes through design thinking and hands-on learning. Access POC and tinkering labs, solution design studios, lab visits and IIT Bombay facilities. Gain real-world insights through engagement with incubators, innovators and accomplished entrepreneurs.

Pedagogy Methodology

The diploma will adopt a practice-oriented and application-driven approach, combining:



IIT Bombay e-Alumni status - Benefits

Upon successful completion of the ePGD, participants will be eligible to receive IIT Bombay e-Alumni status.

Key benefits include:

- Access to the IIT Bombay alumni community
- Networking opportunities with fellow alumni
- Invitations to selected alumni events and engagements
- An IIT Bombay email ID, issued upon award of the diploma



Disclaimer: e-Alumni status, associated benefits, and the enrolment process are governed by IIT Bombay and are subject to the institute's prevailing policies and discretion.

Know the Facilitators



Prof. Trupti Mishra

Head, DSSE | Professor, SJM School of Management
Convener, ePGD Committee

Prof. Trupti Mishra is a professor at the SJM School of Management (SJMSOM) with teaching interests in managerial economics, circular economy, and sustainable finance. She is a founding member of IIT Bombay's Climate Studies programme and the Green Energy and Sustainability Hub (GESH). Her research focuses on the economic assessment of climate change vulnerability, adaptation and mitigation options, corporate environmental sustainability, and policy studies. She has also played a key role in launching the Sustainability Action Lab (SAL), which aims to bridge the gap between academic research and real-world sustainability challenges. Prof. Mishra is driving academic excellence in DSSE's programs like PhD and the new ePGD program as well as enhancing research and industry outreach initiatives by focus on building the faculty and team.



Prof. Anuradha Narasimhan

Professor of Practice & Former Head, DSSE | Member,
ePGD Committee

Prof. Anuradha Narasimhan is a Professor of Practice and Former Head of the Desai Sethi School of Entrepreneurship (DSSE) at IIT Bombay. She joined her alma mater after 24 years of corporate experience in strategy and marketing, having worked with organisations such as Titan Industries, Hutchison Telecom, Unilever, and Britannia. In her academic role, she teaches foundational courses in entrepreneurship, leads pre-incubation programmes such as IDEAS and Women in Entrepreneurship, and contributes to outreach initiatives and institutional partnerships, including Frontier Nutrition Bangladesh and Inficold Solar Cold Storage India.

Prof. Narasimhan has received several recognitions for her professional contributions and actively mentors entrepreneurs, women leaders, and brand custodians.



Prof. Nishant Sharma

Professor-in-Charge, SINE | Ramakrishna Bajaj Chair Professor |
Professor, IDC School of Design, IIT Bombay

Prof. Nishant Sharma is the Professor-in-Charge of SINE and the Ramakrishna Bajaj Chair Professor at the IDC School of Design, IIT Bombay. An expert in mobility and vehicle design, he brings over two and a half decades of industry and academic experience, having worked with leading automobile manufacturers. His expertise spans mobility and vehicle design, and he actively mentors future leaders in design innovation and entrepreneurship at IIT Bombay.



Prof. Sankalp Pratap

Associate Professor, DSSE | Member, ePGD Committee

Prof. Sankalp Pratap holds a PhD and MBA from IIM Calcutta and a BTech from the Marine Engineering and Research Institute, Kolkata. He brings over a decade of corporate experience across operations, marketing, strategy, management consulting, and talent management. He later transitioned to academia, serving at IIM Tiruchirappalli and IIT Jodhpur before joining DSSE, IIT Bombay. His research focuses on India's evolving entrepreneurship ecosystem, entrepreneurship support organisations, and DeepTech venture development. His academic interests also include entrepreneurship education and the indigenous craft economy. Prof. Sankalp has published research papers in leading academic journals, presented at multiple editions of EGOS, and actively develops case studies for classroom learning.



Prof. Ramesh Kuruva

Assistant Professor, DSSE

Prof. Ramesh Kuruva is an assistant professor at the Desai Sethi School of Entrepreneurship, IIT Bombay. His teaching and research interests include entrepreneurial finance, startup ecosystems, and venture funding. With experience spanning academia and entrepreneurship, he holds a PhD in entrepreneurial finance from IIT Madras, where his research explored venture capital contracts, valuation, and exit strategies. A gold medallist in his bachelor's and master's degrees, he has also received several prestigious central government fellowships. At IIT Madras, he contributed to the establishment of the Centre for Research on Startups (CREST) and has worked on research reports and case studies related to India's VC/PE landscape, state-level ecosystems, and angel networks.



Prof. Umakant Jayaram

Adjunct Professor, DSSE

Prof. Umakant Jayaram is an adjunct professor at the Desai Sethi School of Entrepreneurship, IIT Bombay. Former public interest Director on the Bombay Stock Exchange (BSE). He is also associated with the investment boards of the BSE Ryerson Technology Startup Incubator and the DST-NIDHI Seed Support System. An IIT Bombay alumnus and certified Chartered Financial Analyst, Prof. Jayaram brings over 25 years of experience across global capital markets, corporate finance, accounting and risk reporting, analytics and strategy. He has previously established and managed global centres of excellence for Deutsche Bank and JP Morgan and has managed large-scale global risk and trading portfolios.



Prof. Devdip Purkayastha

Adjunct Professor of Practice, DSSE

Prof. Devdip Purkayastha works at the intersection of global business practice and new venture creation, bringing the rigour of his ASDP© and SMAT© methodology to the messy reality of building startups.

He spent three decades in industry at leading global corporations including P&G and DHL, was named CEO of the Year, and served as President of Enactus India. He has been a Faculty at the DS School of Entrepreneurship at IIT Bombay for over a decade, deeply engaged with startup founders and stakeholders. He studied at IIT Kharagpur and IIM Calcutta, with executive programmes at Wharton and INSEAD, and is the author of the *Accelerated Startup Discovery Playbook and Start-Up Case Studies*.



Prof. Ramesh Mangaleswaran

Honorary Adjunct Professor of Practice, DSSE

Prof. Ramesh Mangaleswaran is a Senior Partner Emeritus at McKinsey & Company, based in Chennai. During his nearly 30-year career with the firm, he was a founding partner of its Chennai and Bengaluru offices and co-led the Industrials Practice in India and Asia, along with its Social Responsibility initiatives in Asia. He has advised leading organisations on strategy, operational excellence, and organisational development, with a focus on leadership and talent development. He has also led projects across India's manufacturing and infrastructure sectors and co-authored reports on global sourcing trends. Beyond McKinsey, he contributes to non-profit organisations and educational institutions and serves on the Governing Council of IIM Ahmedabad and several other boards.



Prof. Rajesh Gopinathan

Honorary Adjunct Professor of Practice, DSSE

Prof. Rajesh Gopinathan is a business leader with over 25 years of experience in the global technology industry. At IIT Bombay, he works towards strengthening the interface between academia, corporates, and the startup ecosystem to enable the translation of academic research into real-world solutions. Previously, he served as CEO and Managing Director of one of the world's largest technology services firms, where he led growth, strategic transformation, and long-term value creation initiatives. Prof. Rajesh is passionate about building diverse and inclusive teams that encourage creativity, innovation, and entrepreneurship, while advocating greater collaboration to drive equitable and sustainable progress.



1. Fundamentals of Venture Creation (Credits: 6)

1. Opportunity Identification
2. Opportunities Landscape (Multiple domains)
3. Customer Value Proposition
4. Customer Discovery
5. New Product Development
6. Intellectual Property
7. Branding & Marketing
8. Sales & Distribution / Go to Market
9. Business Models & Business Model Canvas
10. Entrepreneurial Finance
11. Unit Economics
12. Incubation Ecosystem
13. Basics of Communication
14. Investor Pitching

2. Business Finance for Entrepreneurs (Credits: 6)

1. Business Landscape
2. Role of Finance
3. Financial Assets and Liabilities
4. Capital, Debt, and Equity
5. Product Pricing
6. Break-even Analysis
7. Startup Financing Sources
8. Balance Sheet
9. Financial Ratios
10. Accounting and Cash Flow

11. Financial Risk
12. Venture Capital
13. Funding Negotiations
14. Valuation and Business Sustainability
15. From Startup to Scale-up

3. Design Thinking (Credits: 6)

Design Thinking for User-centred Innovation

1. Introduction to Design Thinking
2. Design Thinking as a problem-solving tool for solving wicked problems across different sectors
3. Roots of Design Thinking in Human Centric Design Process
4. Design Thinking Process: Five Stages
5. Tools and Techniques for Design Thinking process
6. Design Thinking case studies in Indian companies/ organisations

Empathise with Users

1. Understanding the user and context of use
2. User research to access unmet and unarticulated needs of users
3. Types of user research. From user-centric to users as partners
4. Interviewing (Stories, Anecdotes)
5. Observational Research
6. Ergonomics and Human Factors

Defining a Problem

1. Analysis of user data to gain deeper insights
2. Insights to design ideas and action
3. Affinity analysis
4. Empathy map
5. Persona

Creative Ideation

1. Divergence and Convergence
2. Collaborative ideation
3. Creative ideation techniques
4. Sketching, Visualisation
5. Storytelling

Prototyping

1. Ideas to presentable concepts
2. Storyboards
3. Developing mock-ups, models, and prototypes
4. Quick and Dirty Prototyping

Testing Ideas

1. Checking back with users' needs and aspirations
2. Presenting and communicating design
3. Presenting Prototypes, testing prototypes, obtaining feedback to refine products
4. Usability and ergonomic testing

4. Technology Venture Formation (Credits: 6)

1. Technology Ventures
2. Startup Ecosystem
3. Incubators and Technology Parks
4. Startup Venture Resources
5. Reality Check I: Problem Validation
6. Reality Check II: Solution Validation
7. Go-to-Market Strategy for Startups
8. Financial Projections
9. Startup Team
10. Startup Capital
11. Business Model Development

12. Proposal Pitching
13. Startup Incorporation
14. Social Entrepreneurship
15. Business Growth and Scaling

5. Marketing and Sales for Entrepreneurs (Credits: 6)

1. Customer Problem Discovery
2. Customer Persona Development
3. Market Segmentation and Market Sizing
4. Customer Value Proposition
5. Customer-centric Solution Design
6. Prototyping and New Product Development
7. Customer Testing and Validation
8. Go-to-Market Strategy
9. Business Model Development
10. Branding and Advertising
11. Digital Marketing
12. Pricing Strategy and Architecture
13. Unit Economics
14. B2B Sales and Distribution
15. B2C Sales and Distribution
16. Sales Force Strategy and Structure
17. Sales Force Capability and Training
18. Sales Force Automation (CRM and AI)
19. After-sales Service
20. Customer Loyalty and Advocacy
21. Sales Forecasting and Financial Forecasting
22. Investor Value Proposition

6. Strategy and Leadership for Entrepreneurs (Credits: 6)

1. Basics of Strategic Thinking
2. Choosing Where to Play
3. Positioning, Differentiation, and Right to Win
4. Operating Strategy: Capabilities and Systems
5. Financial Model: Growth, Profitability, Cash Flow, and Business Viability
6. Role of Leadership in Strategy
7. Leadership Qualities
8. Personal Leadership

7. Climate and Sustainability Impact Entrepreneurship (Credits: 6)

1. Foundations of Climate Change and Sustainability
2. Technology and Innovation in the Climate Domain
 - Renewable Energy
 - Carbon Capture and Storage
 - Sustainable Transportation and Logistics
 - Sustainable Agriculture and Food Systems
3. Climate Entrepreneurship Landscape
4. Opportunity Identification and Problem Definition
5. Designing Sustainable Solutions
6. Customer, Competitor, and Stakeholder Analysis
7. Crafting the Customer Value Proposition
8. Business Models for Sustainable Entrepreneurship
9. Finance and Funding for Climate Ventures
10. Scaling Ventures and Measuring Impact

8. Ethnographic Mapping of Venture Elements (Credits: 6)

1. Ethnography as a Research Methodology for Innovation and Entrepreneurship
2. Gaining Access to the Field
3. Ethics of Ethnographic Inquiry
4. Participant and Non-participant Observation
5. Capturing Data through Field Notes
6. Thick Description of Cultures
7. Conducting Ethnographic Interviews
8. Data Storage and Organization
9. Shadowing Key Stakeholders
10. Stakeholder Identification
11. Dimensions of Data: Economic, Sociological, Psychological, and Historical
12. Netnography
13. Data Coding: Open Coding
14. Data Coding: Axial Coding

Note: The list of courses provided is subject to change and may be updated or revised at the discretion of the professors or instructors.

Course Structure

Course Name	Core/ Elective	Facilitators
1st Term		
Fundamentals of Venture Creation	Core	Prof. Anuradha Narasimhan
Business Finance for Entrepreneurs	Core	Prof. Ramesh Kuruva and Prof. Umakant Jayaram
2nd Term		
Design Thinking	Core	Prof. Nishant Sharma
Technology Venture Formation	Core	Prof. Sankalp Pratap
Ethnographic Mapping of Venture Elements	Elective	Prof. Sankalp Pratap
3rd Term		
Marketing & Sales for Entrepreneurs	Core	Prof. Devdip Purkayastha
Strategy & Leadership for Entrepreneurs	Elective	Prof. Rajesh Gopinathan and Prof. Ramesh Mangaleswaran
Climate and Sustainability Impact Entrepreneurship	Elective	Prof. Trupti Mishra and Prof. Anuradha Narasimhan

Note: The course structure, course classification, term-wise schedule, and facilitators are subject to change at the discretion of the Institute.

Key Insights

Duration

- 12 to 36 months

Mode of Engagement

- The diploma features live online lectures and campus immersion sessions every term.
- Two courses include 75% lab-based and field-based learning at the IIT Bombay campus.
- 3 terms a year

Class Schedule

- **Weekdays:**
Two 90-minute sessions per week, from 6:30 PM to 8:00 PM
- **Saturdays:**
One session from 10:00 AM to 1:00 PM (Can be decided in conjunction with cohort)

Campus Immersion

- Campus immersions are mandatory and include in-person examinations and project presentations at IIT Bombay, conducted at the end of each term.

Commencement Date

- 16th November 2026

Application Closure Date

- Closing Soon

Disclaimer: The Campus Immersion module is on a chargeable basis and not part of the total fee, and participants will need to pay for their food, accommodation, and other logistics over and above the fees.

Eligibility Criteria

- The e-Postgraduate Diploma in Innovation & Entrepreneurship is designed for students as well as working professionals. The diploma can be completed over a flexible duration of 1 to 3 years.
- Candidates having an undergraduate degree (or equivalent) from a recognised university. The diploma is open to:
 - Engineering/Science/Business graduates who plan to start entrepreneurial ventures
 - Startup founders and entrepreneurs who want to address gaps in their knowledge and skillsets
 - Corporate intrapreneurs working within organisations
 - Researchers in industrial or public sector R&D labs interested in developing commercially viable products
 - Managers in innovation and incubation centres seeking structured learning in entrepreneurship
- No prior work experience is required
- Selection Process: Admission is based on a screening process that evaluates the applicant's academic background, statement of purpose, and overall suitability for the diploma.

Assessment per Course

- An end-term examination is mandatory, along with project presentations.
- Projects will follow a stage-gate model to measure innovation and venture creation.
- Class participation will be assessed through activities and engagement.
- In-class performance, including simulations, will be evaluated.
- Assignments and quizzes will form part of the assessment.
- Case evaluations will also be included.

Attendance Criteria

- A minimum attendance of 80% is mandatory

Who Should Attend?

The e-Postgraduate Diploma in Innovation & Entrepreneurship is open to graduates from recognised universities. No prior work experience is required.

- Aspiring entrepreneurs looking to build technology-led ventures
- Startup founders and entrepreneurs seeking structured learning and upskilling
- Corporate intrapreneurs driving innovation within organisations
- R&D professionals looking to commercialise research and develop viable products
- Innovation and incubation managers seeking a structured foundation in entrepreneurship



Fee Details

Fees Structure

Particulars	Amount
Application Fee	INR 2,500/- + GST
Total Fee (including application fee)	INR 4,50,000/- + GST

Instalment Pattern

Instalment	Amount	Remarks
Instalment I	Term 1 courses total amount	Within 30 days of the start of the sessions
Instalment II	Term 2 courses total amount	Within 30 days of the start of the sessions
Instalment III	Term 3 courses total amount	Within 30 days of the start of the sessions

Certification

- Upon successful completion of the ePGD, learners will be awarded the Diploma from IIT Bombay.



Contact Us

**Take the First Step
Towards Building Your Venture**

For more details and guidance:

jaro education

Admission Expert

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Your Venture Starts with
One Bold Step

APPLY NOW!

