

## IIMV signs MoU to promote start-ups

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TO PROMOTE women entrepreneurship in the region, the Indian Institute of Management (IIM) Visakhapatnam, in partnership with the NS Raghavan Centre for Entrepreneurial Learning (NSRCEL) at IIM Bangalore (IIMB), signed an MoU to partner in the nation-wide women start-up programme (WSP). The participation of the IIM, Vizag in the programme would facilitate the growth of women entrepreneurs by providing in-depth training to foster and augment managerial and entrepreneurial skills through mentoring, incubation and financial support.

The programme was launched on January 8 in Bengaluru by the NSRCEL of the IIM-B. The programme is funded by Goldman Sachs and the Department of Science and Technology (DST), Government of India. The WSP will provide training for over 12,000 women through Massive Open Online Course (MOOC) 'Do Your Venture' from January 22 to March 3.

During the Boot Camp-1, 300 ventures will be shortlisted at partner campuses nearest to them, to receive classroom instructions on communications and customer interaction.

During the Boot Camp-2, 100 women entrepreneurs selected for the second boot camp at the IIMB will receive classroom instructions on developing a business plan, understanding costing and pricing, sales and marketing, and negotiation skills.

Women will have their business ideas incubated at a partner campus of their choice for one year duration with financial assistance. For details and registration, visit <http://iimv.ac.in>.