

IIM Rohtak to provide online lessons in entrepreneurship

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The Indian Institute of Management (IIM) Rohtak is all set to introduce 'live and interactive' learning in digital format, through online programmes, for providing entrepreneurship lessons to students.

The institute, in association with Talentedge, an Ed-tech firm, will start the course on June 5. The programme will offer students the vital knowledge of the nuances of kick-starting one's own business and the numerous aspects that one needs to identify for setting up a successful venture.

The programme includes mentoring ses-



IIM Rohtak campus.

sions and lectures from the core faculty of IIM Rohtak and other prominent entrepreneurs including Ajai Chowdhry, co-founder, HCL; Anuradha Acharya, CEO of Mapmygenom and Vivek Gour, managing director and CEO, Air Works.

The programme in-

cludes the various facets that influence a successful setup and operations. It aims at providing learning that will be expedient for business professionals who are entrusted with the task of setting up independent business units.

The programme pro-

vides a platform to the participants to present and discuss their business plan during the mentoring sessions with members of the investor community using Talentedge's Direct to Device advantage. Commenting on the programme, Aditya Malik, CEO and MD, Talentedge, said, "It gives us great pleasure to join hands with IIM Rohtak, one of the most reputed management schools in the country, to offer aspiring entrepreneurs the right mentoring through the executive programme in entrepreneurship."

Rojers P Joseph, faculty, IIM Rohtak, said, "With this collaboration, we aim to provide young minds, a chance to delve

into the nuances of entrepreneurship and its multi-faceted characteristics. With the combination of the expertise of our faculty and Talentedge's innovative and interactive technology, we aim at providing a holistic understanding of the course and all its subjects."

The programme is crafted to enable students to get much-needed practical insights through knowledge-sharing facilitated by industry experts and present-day entrepreneurs.

The eighth Indian Institute of Management (IIM) was established in Rohtak on November 16, 2009. IIM Rohtak is the only IIM in the Delhi/NCR region.