

**Media Coordinator's Office  
Jamia Millia Islamia, New Delhi**

**July 04, 2018**

**Press Release**

**JMI launches Post Graduate Diploma in Entrepreneurship, Innovation and Design  
Thinking from 2018-19 academic session**

Jamia Millia Islamia's Centre for Innovation and Entrepreneurship (CIE) has launched the much awaited one-year Post Graduate Diploma in Entrepreneurship, Innovation and Design Thinking (PGDEID) from the upcoming academic session 2018-2019. The course is in line with the government's initiative to help *job seekers become job creators*.

The last date of submitting online applications for the course that will admit a total of 20 candidates is July 31, 2018. Applicants can apply for admission through the website of the Office of the Controller of Examination Jamia Millia Islamia at <http://jmicoe.in>

Vice Chancellor, JMI, Prof Talat Ahmad congratulated CIE on its timely launch of the course while underscoring the need to inculcate a spirit of entrepreneurship and innovation among students so that they can fulfill their dreams and contribute to the overall development of the nation. PGDEID is a significant step by JMI in that direction, Prof Ahmad said.

Prof Zishan Husain Khan, Director, CIE said, "the idea behind introducing PGDEID is to encourage entrepreneurship, innovation and design thinking among formally educated graduates, employed persons and young entrepreneurs".

The multi-disciplinary course will focus on entrepreneurship through innovations and design thinking. It is open to students across disciplines who dream of becoming successful entrepreneurs. The purpose of the proposed PG diploma is to empower and enable students to develop advanced knowledge and skills to become successful entrepreneurs and managers in their own area of specialization and interest. It will also take into account business management perspective of entrepreneurship.

The course will rope in faculty members with rich teaching and research experience in the field of entrepreneurship, innovation and design thinking, including experts from IIMs, IITs and other

Central universities as visiting professors. Entrepreneurs from various walks of life will also be invited to act as student mentors.

PGDEID will comprise of two semesters of learning, experience sharing and initiating start-ups of new ideas. The course pedagogy has been designed to cover all the aspects of a Start-Up project and will incorporate entrepreneurial business planning, marketing research, managerial and domain skills, engineering innovations, design thinking, start-up project execution, among other aspects. Experts in their specific domains will be called for brainstorming sessions with students so that they can help formulate and generate new startup ideas.

Students will be trained to write complete business plans for their startup ideas as well as pitch their ideas for funding. The centre will also select a few start-up ideas generated by students and invite investors to fund them leading to successful launch of startups.

Since 2016, CIE has been offering entrepreneurship training programs to school drop-outs and students from underprivileged section of the society.

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