



IEDUP | Government of Uttar Pradesh | RAMP Scheme | World Bank Assisted

# INSTITUTE OF ENTREPRENEURSHIP DEVELOPMENT, U.P. (IEDUP)

An autonomous organisation under the Department of Micro Small and Medium Enterprise and Export Promotion  
Government of Uttar Pradesh



## Short-term Management Programs 2026-27

Transforming Managers into Growth Leaders of Small and Medium Businesses

Organised by IEDUP

Curriculum Vetted by IIT Kanpur

Under RAMP Scheme, Govt. of India

## ABOUT THE INSTITUTE - IEDUP

IEDUP is a Premier Institute and Centre of Excellence in the field of entrepreneurship promotion and Human Resource Development, recognised by the State Government. It is an autonomous organisation under the Department of Micro Small and Medium Enterprises and Export Promotion, Govt. of U.P., established in 1986. IEDUP's Governing Board is headed by the Principal Secretary, MSME and Export Promotion, Govt. of U.P., and comprises senior bureaucrats, bankers, academicians, and eminent professionals.

IEDUP, Lucknow, is a State-Level Institute with state-of-the-art infrastructure - the best among State-level Entrepreneurship Development Institutions - sprawled over 5 acres of land with well-equipped training and hostel facilities. It is located in the Sarojini Nagar industrial area of Lucknow, which is home to 70-80 industries across various sectors.

## KEY INTERVENTIONS AND COLLABORATIONS

IEDUP works with the mission of spearheading entrepreneurship nationally through well-designed interventions including Entrepreneurial Training, Capacity Building, Research, Evaluation, Workshops, Seminars, and Exposure Visits. The Institute's activities have been supported by more than 100 State and Central Government Ministries, financial institutions, corporates, and international agencies - including Handicrafts, Textiles, Food Processing, MSME, Science and Technology, NABARD, and SIDBI.

## RAISING AND ACCELERATING MSME PERFORMANCE (RAMP)

The Raising and Accelerating MSME Performance (RAMP) scheme is a World Bank-assisted programme that aims to improve the performance of micro, small, and medium enterprises (MSMEs) in India. The scheme was launched on 30 July 2022 by the Hon'ble Prime Minister, Shri Narendra Modi Ji, and is implemented by the Ministry of MSME, Government of India.

- Increased access to markets and credit facilities
- Improved access to technology, tools, and skill training
- Reduced delays in payments to MSMEs
- Increased sustainability and environmental compliance support
- Helps MSMEs grow, compete globally, and boost the Indian economy

### PROGRAM VISION

To empower the MSME and SME sectors by fostering a new generation of Smart Industry Managers who are proficient in advanced technologies and capable of driving performance, innovation, and sustainable growth.

### PROGRAM MISSION

To deliver high-impact, skill-oriented training in advanced technologies for MSME and SME managers, helping them unlock new potential within their organisations, elevate operational efficiency, and contribute to a globally competitive industry.

## PROGRAM OVERVIEW

The MSME Department, with support from the World Bank, has launched a flagship scheme - RAMP - to enhance the productivity of MSMEs across the country. Under the RAMP scheme for Uttar Pradesh, IEDUP is launching industry-aligned short-term courses on Artificial Intelligence, Cyber Security, Advanced Marketing Strategies, and Supply Chain and Distribution Management in MSMEs. These courses have been developed in consultation with IIT Kanpur and IIT Delhi.

## PROGRAM HIGHLIGHTS - OUR SHORT-TERM COURSES

These courses are delivered by expert faculties, mentors, and industry experts from IITs, IIMs, and other premier academic institutes. Each course is structured as a three-month programme combining classroom training and practical exposure:

**Cyber Security in the Workplace**

**Artificial Intelligence and Machine Learning**

**Advanced Marketing Strategies**

**Supply Chain and Distribution Management**

## COURSE DURATION AND STRUCTURE

### PHASE 1

**~2 Months**

#### Classroom Training (Hybrid Mode)

- Online sessions via video conferencing
- Offline / in-person classroom sessions
- Live Q&A with IIT / IIM / Industry faculty
- Assignments, quizzes and case studies

### PHASE 2

**~1 Month**

#### Incubation and Exposure

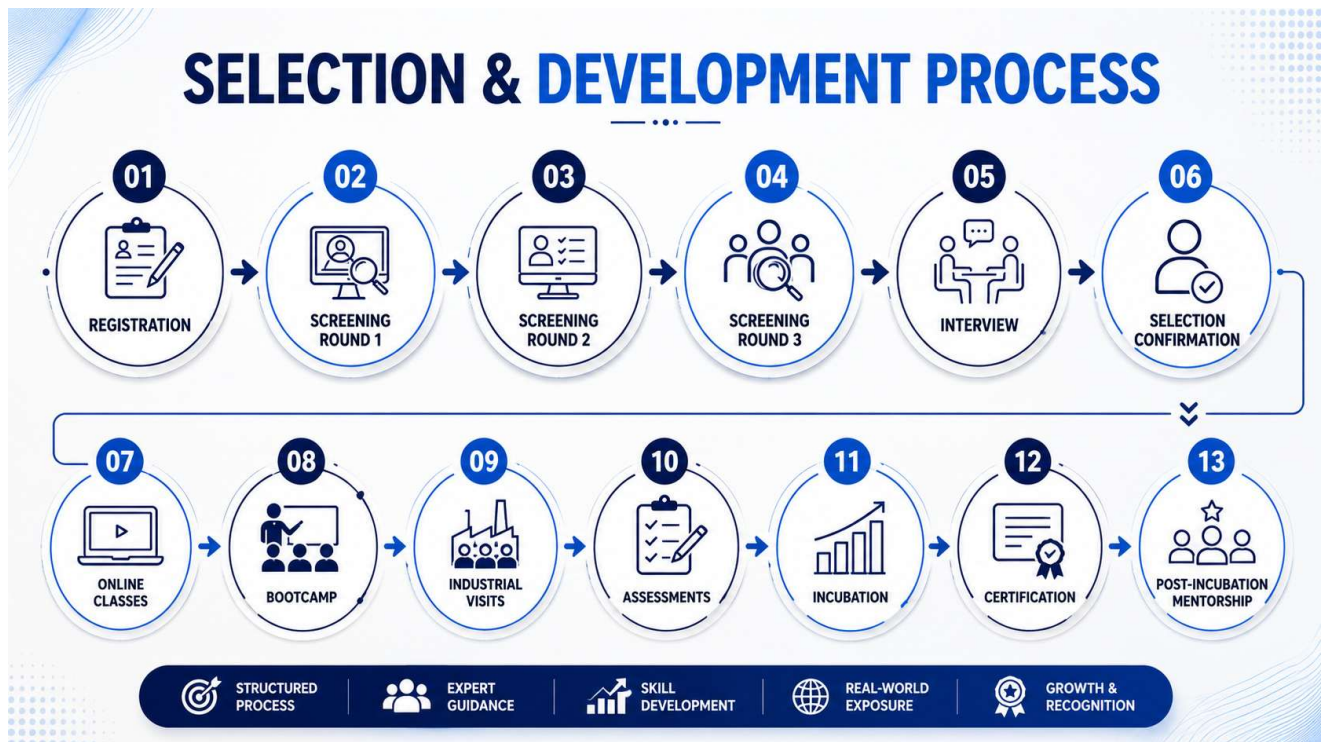
- MSME exposure and industrial visits
- Knowledge exchange tours
- Bootcamp at IIT Delhi and IEDUP Lucknow
- Development of best-fit business model

**Batch Size:** 65+ Participants per Batch

**Selection:** Based on Screening and Suitability

## SELECTION AND DEVELOPMENT PROCESS

Every candidate goes through a rigorous, structured journey before earning the Smart Industry Manager certification:



## LEARNING MODULES

### Artificial Intelligence and Machine Learning

- Core principles of AI and ML and their real-world MSME applications
- Hands-on projects to understand predictive analytics and data-driven decision making
- Automation tools and AI-powered business strategy development
- Introduction to machine learning models relevant to small businesses

### Cyber Security

- Fundamentals of cyber security and its critical importance for MSMEs
- Protecting data integrity and understanding organisational cyber risks
- Implementing security measures, cyber threat prevention, and incident response

### Advanced Marketing Strategies

- Strategies for enhancing brand presence and market penetration
- Digital marketing tools and consumer engagement analytics
- Social media marketing, SEO fundamentals, and performance measurement

### Supply Chain and Distribution Management

- Optimisation techniques for cost-effective distribution networks
- Inventory management, logistics planning, and real-time tracking insights
- Building resilient and agile supply chains suited for MSMEs

## PROGRAM BENEFITS

### Enhanced Operational Efficiency

Trained managers bring best practices that streamline processes, reduce waste, and improve productivity across the enterprise.

### Financial Growth

Skills imparted during training help optimise costs, improve revenue generation, and enhance overall financial performance.

### Upgraded Workforce

Exposure to advanced tools elevates team capability and creates a pool of skilled professionals within the organisation.

### Problem-Solving Capabilities

Practical training enables managers to tackle real-world challenges with data-driven and analytically informed solutions.

### Market Competitiveness

Armed with cutting-edge knowledge, trained managers help MSMEs stay ahead in rapidly changing and competitive markets.

### Industrial Visit Insights

Managers gain real-world exposure through site visits, understanding how leading industries operate and apply best practices.

### Networking and Collaboration

Participants build connections with peers, industry leaders, and faculty from IITs and IIMs for long-term professional growth.

### Certification Advantage

A government-recognised certification adds credibility and career value for trained professionals in the MSME sector.

### Strategic Growth Support

Managers trained in analytics and strategy become enablers of structured, long-term business planning and growth.

### Innovation and Adaptability

Incubation visits inspire innovative thinking and equip managers to adapt quickly to new technologies and market disruptions.

## DESIGN AND DELIVERY

Our courses are specially designed by IITians and vetted by IIT Kanpur - making them one of a kind for developing Industry-Ready Managers who enhance the efficiency and productivity of MSMEs. The curriculum provides specialised knowledge and skills in a particular domain, resulting in a remarkable impact on overall business growth. The pedagogy combines classroom sessions in hybrid mode, MSME exposure visits, incubation programmes, and knowledge exchange tours.

**Organised by IEDUP - Institute of Entrepreneurship Development, U.P.**

**Course Designed by Professionals from IITians, IIMs and curriculum Vetted by IIT Kanpur**

**Delivered by Expert Faculties, Mentors, and Industry Experts from IITs, IIMs, and Premier Institutes**

**Implemented Under RAMP Scheme - World Bank Assisted Programme**

## WHO SHOULD APPLY

### Ideal Candidates for this Programme

1

#### **MSME Owners and Business Proprietors**

Entrepreneurs running micro, small or medium enterprises seeking to modernise operations.

2

#### **Managers from Small and Medium Enterprises**

Operational and department managers looking to upgrade skills and drive business growth.

3

#### **Startup Founders and Entrepreneurs**

Early-stage founders building scalable, technology-driven business models.

4

#### **Management and Industry Professionals**

Mid-career professionals from MSME ecosystems, industrial zones, and allied sectors.

### **Multi-Stage Selection Process**

Candidates go through: Registration - Screening Rounds 1, 2 and 3 - Interview - Selection Confirmation - Bootcamp. Final selection is made by IEDUP based on candidate suitability and programme requirements.

## APPLY NOW

Scan to Apply Online  
[www.iedup.co.in](http://www.iedup.co.in)



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## FACILITIES AT IEDUP



Library &  
Resource Centre



Conference &  
Seminar Hall



Modern Training  
Classrooms



Hostel &  
Accommodation



5-Acre  
Green Campus

## CONNECT WITH US



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### Under RAMP Scheme

World Bank Assisted  
Govt. of India  
MSME Ministry

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