



**10,000  
WOMEN**



**INVESTING IN  
WOMEN**



**Certificate Programme for Women Entrepreneurs**





### About the programme

Launched by Goldman Sachs, 10,000 Women is a global initiative that will increase the number of under-served women receiving business and management education. The belief of the initiative is that partnerships between education, development and business experts can help bring about significant change through improved business education for women. The program is designed to drive greater shared economic growth, leading to stronger healthcare, education and greater prosperity in the communities where it operates. The Indian School of Business (ISB), Hyderabad is an academic partner for the 10,000 Women initiative in India. BIMTECH is the academic partner for UP and NCR.

Through this programme, BIMTECH- ISB and Goldman Sachs will be able to provide world class education that help women entrepreneurs to think big and grow their businesses. Over the last three years, more than 300 women entrepreneurs have successfully completed the programme across Bengaluru, Delhi, Hyderabad, Mumbai, and Pune.



### Divya, Printing, India

10,000 Women helped me change my finance practices, track sales and inventory better, and strengthen my negotiations skills. ”

### About Goldman Sachs

The Goldman Sachs Group, Inc. is a leading global investment banking, securities and investment management firm. Founded in 1869, the firm is headquartered in New York and maintains offices in all major financial centers around the world.

### About ISB

The Indian School of Business (ISB) was established in Hyderabad in 2001 with an aspiration to put India on the global map of management education. The ISB is committed to its role in creating leaders through its innovative programmes, outstanding faculty and thought leadership. It has a strong pool of research-oriented resident faculty and regularly invites high caliber international faculty from reputed B-schools to teach in its Post Graduate Programmes in Management.

### About BIMTECH

Birla Institute of Management Technology was established in 1988 under the aegis of the Birla Academy of Art and Culture, and supported by Birla group of companies. Dr. (Smt.) Sarala Birla, chairperson of Birla Academy and Syt. B K Birla, chairperson of B K Birla Group of companies, are the founders of the business school.

BIMTECH is a mini India in its formation every year. It has students coming from almost all the states of India, and also from a few foreign countries. BIMTECH offers two year post-graduate courses in general management (PGDM), International Business (PGDM-International Business), Insurance Business Management (PGDM- Insurance Business), Retail Management (PGDM-Retail) and PGDM-(IB- Sustainable Development Practices). The Centre for Research Studies conducts doctoral and post-doctoral programmes and academic and industry focused research. BIMTECH is in the process of setting up its new campus in Bhubaneswar, Orissa.

## Who should apply?

The 10,000 Women programme aims to provide the maximum benefit to the most deserving women entrepreneurs. The programme is targeted at women entrepreneurs who:

- Manage their own business
- Have an operating business for more than a year
- Have an excellent potential for growth
- Manage a business with an annual revenue of INR 5 lakhs to 75 lakhs

At the end of this programme women entrepreneurs will be able to:

- Build a robust business by refining their business model and moving from start up to growth phase
- Train on different functions and business strategy
- Bridge the gap of a formal management education
- Gear up to meet the challenges of growing competition, both national and international

## Selection criteria

Application form screening followed by a panel interview

## Faculty

World-class expert faculty will ensure that the curriculum is based on relevant and research-based knowledge required to be successful in an increasingly complex business environment.

## Programme outline

This 16 week programme has been designed to provide world-class education to selected women entrepreneurs through 3 weeks of classroom sessions and 13 weeks of mentoring support on the job.

Module	Duration in weeks	Teaching Method
Module I	1	Class room session - Concepts, case discussions, workshops
Module II	4	Back to Business - Mentoring I
Module III	1	Class room session
Module IV	5	Back to Business - Mentoring II
Module V	1	Class room session
Module VI	4	Back to Business - Mentoring III

## Programme benefits

- Understanding the business trends
- Managing finance and accounting
- Developing right market strategies
- Learning how to acquire and retain customers
- Creating an entrepreneurial organisation
- Overcoming gender-specific challenges
- Balancing family and business lives

## Programme contents

- Entrepreneurship
- Understanding trends in economic and competitive environments
- Establish business networks
- Basics of accounting, finance, strategy
- Capital management
- People management
- Managing execution
- Budgeting, marketing and leadership skills
- Sustaining success and building lasting organisations

## Scholarship

The Goldman Sachs Foundation will provide full scholarship to the selected candidates. However, candidates are required to pay INR 9000 at the time of interview. The fee amount of INR 9000 will be refunded:

- To candidates who are not short-listed, within one month of the interview
- To selected candidates after one month of the completion of the programme


In case a selected candidate drops out of the programme mid-way, due to any reason, the fee amount will be forfeited.

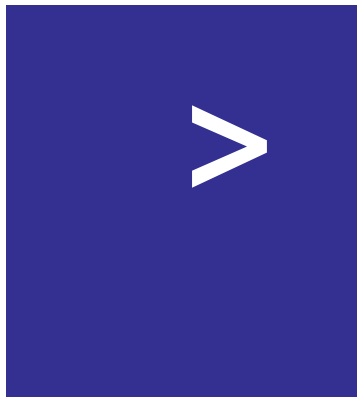
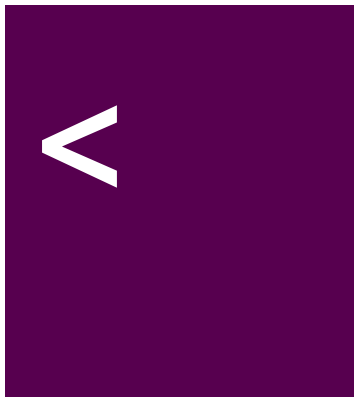
## Application Details

Download the application form at [www.bimtech.ac.in](http://www.bimtech.ac.in) or write to Mr Ranju Nair at [ranju.nair@bimtech.ac.in](mailto:ranju.nair@bimtech.ac.in).



### Dipali, Exports, India

The program has helped me to uncover bottlenecks in my business and also to revisit my business strategy. 



### Program Venue

Birla Institute of Management Technology  
Greater Noida

### Program Dates

Academic Module 1 - January 14-19  
Academic Module 2 - February 18-24  
Academic Module 3 - March 10-15

More details of the global programme being run across in 22 countries by Goldman Sachs, is available on <http://www2.goldmansachs.com/citizenship/10000women/index.html>



### Anagha, Packaging, India

I made some changes at my business after attending the 10,000 Women program. The major change I made was to revisit my strategy ;



### Contact Details:

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