



**THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP  
AND SMALL BUSINESS DEVELOPMENT (NIESBUD)**  
An Autonomous Body under the Ministry of Skill Development  
and Entrepreneurship, Govt. of India,  
A-23, Sector-62, Institutional Area, Noida - 201309, UP, India  
[www.niesbud.nic.in](http://www.niesbud.nic.in)

**Announces**

**Training Program on Business Incubation for New & Existing Startup Entrepreneurs On  
16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> May'19**

Program VENUE: NIESBUD, A-23 Sector-62, NOIDA-201309 (U.P.)

**Timings: 10.00 am to 5.30 pm**

**Course Content**

**What is Unique in a Start Up Idea? Why is its selection and initial SET UP parameter necessary?**

**What things if properly taken care make the enterprise success and important for sustainability?**

**How to ensure good set up for marketing Success, Sustainability and Survive in business.**

- a) Do Ideas offer Opportunity for setting up of profitable Business enterprises Design aspect?
- b) How an Innovative Mind is more suited for Customer delight in Start-ups?
- b) How do I validate my ideas, factors leading to its operational ease & commercial viability?
- c) Understanding market size, Customers needs, Expected growth, competition, & Technology
- d) Proposed Start up financial size of project & its long term sustainability/ Risks mitigations?
- e) Arrangement of Finance /Deciding cycle size of funds uses, alternate means & Quality costs,
- f) Estimates of Term loan & Working Capital Components & Non Fund Based sources.
- g) Awareness of work force engagement, wages, Legal framework, of doing business
- h) Need assessment of power, water, storage, transport hiring, of resources, pollution norms,

**2. Interaction with Banker:-**

- a) Financial literacy, Money & Banking, Lander's Expectation/ Documentations etc.
- b) Assessment, Appraisal & Sanction of loan (Credit Facility) Stand Up scheme & CGTSME
- b) SIDBI, Start Up, Mudra Scheme, Stand Up, KVIC PMEGP, Aspire scheme of NSIC, Subsidies,
- c) Detailed Project Report Preparation, Understanding of key variables, Ethical Acct,
- d) Make in India concessions, reliefs, ease of doing business, ZED & ZEE concepts

**3. Understanding Financial Statements & Analysis:-**

- a) Preparation of projected balance sheet for Bank finance
- b) Preparation of fund flow/ cash flow statement
- c) Preparation of profit & loss A/c

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**R. K. Chandra - 0120-4017008  
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- d) Basic accounting & profitability ratios
- e) Rules of compliances on GST & taxation matters
- f) Liquidity management, pricing policy in business
- g) Concept of premium & discount
- h) Credit monitoring system
- i) Management of sundry debtors & creditors
- j) Other key financial ratios, etc.

#### **Programme outcome**

- Become confident in setting up the Enterprise,
- Get assured of having control on profitability parameters,
- Ability to control on production schedule & quality,
- Reduction in wastages & undesirable expenses,
- Create customer & market confidence in the enterprise,
- Become a role model for potential entrepreneurs.
- Learn the business mantra of success, survival & be sustainable.

#### **Who will be benefited?**

- New Start up Entrepreneurs and Existing Business owners,
- Management & Technically Qualified Students,
- Women Aspiring to set up Own Businesses,
- Men & Women who want to work from Home,
- Persons who have opted under VRS,
- Retired Persons from Armed Forces/ paramilitary services,
- Persons Desirous of Expansion and Entering in Export field,
- Established Businesses looking for Growth opportunities.

#### **Program Timings & Details**

##### Dates & Duration:-

Date: **16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> May'19 (Thursday, Friday & Saturday)**

Time: 09:30/10.00 AM to 05:00 PM

Fee: - Rs. 4,500/- + 18% GST = Rs.5,310/- only (non-residential)

**(Includes three days course fee, per person fee @ Rs.201/- payable to NSIC Incubation Centre, Okhla, New Delhi , and Bus fare on to & fro local travel, in the afternoon of Friday, on Course study material, Lunch, high tea/coffee, Photography and Certificates.)**

##### **Mode of Fee Payment Options:**

- 1) Cash payment at NIESBUD,
- 2) DD drawn in favour of NIESBUD, payable at Noida,
- 3) Online Bank Transfer, as per details below:-

Name of Bank: Oriental Bank of Commerce, (Sector-62), Noida. / Or Axis bank

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**Payee Name & Account holder:**

National Institute for Entrepreneurship and Small Business Development

Bank Address: B-31, Sector 62, Noida

Account No: 09312011002654, Account Type: Savings Bank a/c

IFSC Code: ORBC0100931, MICR Code: 110022092

Payment Gateway(Visa/Master Card)

[http://it.niesbudlearning.info/3Party\\_Order.aspx](http://it.niesbudlearning.info/3Party_Order.aspx)

**Merchant Transaction Reference: Yourname**

**Payment for (Course Name): April 2019**

***Purchase Amount: fill the amount here***

**Contact Persons:**

**R. K. Chandra, Sr. Advisor:** (MSN):- 0120-4017008 / 9599078766

E-mail ID: - [rkchandra.niesbud@gmail.com](mailto:rkchandra.niesbud@gmail.com)

Prog. Coordinator: Avijit Choudhary

E-mail ID: - [avijitmgr01@gmail.com](mailto:avijitmgr01@gmail.com), Mobile: & 9968 454040 & 8826894376 (Avijit Choudhary)

Note:- E-Certificate will be awarded by NIESBUD. It can be verified at [www.niesbudtraining.org](http://www.niesbudtraining.org)

Kindly bring two color pp size photographs, & Photocopy of self attested Aadhar/ Pan card,/ Driving License, /Voter Card etc. in original for verification, & fill up the Registration form and submit it, on the 1<sup>st</sup> day of program before 10.00am.

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An autonomous institute under the Ministry of Skill Development and Entrepreneurship,  
(Govt. of India)

**Application Form Business  
Incubation Program**

Affix  
Colour PP  
Picture

- 1) Name of Participant: (Mrs./Ms./Mr.) \_\_\_\_\_
- 2) Father / Husband/ Name ( \_\_\_\_\_
- 3) Date of Birth: \_\_\_\_\_
- 4) Address for Contact  
\_\_\_\_\_
- 5) Mobile: \_\_\_\_\_ 6) Email id: (in Capital letters) \_\_\_\_\_
- 6) Category\*: General /SC /ST / OBC / PHP / Minority, (mark as applicable)  
In case of need, proof\* may be required in original for verifications.
- 7) ID Proof (Aadhar card /Pan Card/ DL/ UID/ Voter ID): \_\_\_\_\_
- 8) Payment of Fee @ Rs.4, 500/- + Rs 810/- @18% GST = (Rs 5,310/- per participant)

**Note:** If hostel facility is required, it can be arranged as per prevailing rates & NIESBUD arrangements

Online/Cash/DD No: \_\_\_\_\_ Dated: \_\_\_\_\_

Drawn on: \_\_\_\_\_ for Rs. \_\_\_\_\_

Signature of Applicant: \_\_\_\_\_

**Note :** Please inform particulars of fee payment made, with details of remittance soon after filing your registration form & payment of fee, by online method using NEFT/RTGS/ etc. by an SMS to any one of the above persons.