



NIESBUD IS ORGANIZING

ENTREPRENEURSHIP DEVELOPMENT PROGRAM
ON
“HOW TO RAISE FINANCE FOR
STARTING BEAUTY AND WELLNESS ENTERPRISE”

October-12 to 13, 2020

RS. 2000 + 18%GST = RS.2360/-

FOR REGISTRATION & FEE DEPOSIT PLEASE LOG ON :
www.niesbud.nic.in (Forthcoming Programmes)

FOR FURTHER DETAILS ,PLEASE CONTACT

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**Entrepreneurship Development Program on
“How to Raise Finance for starting Beauty and wellness enterprise”
October-12 to 13, 2020**

Background

Entrepreneurs play a pivotal role in the economic development of any country. They make use of the factors of production to the fullest advantage of the society, generate employment, innovate, improve standard of living, develop backward areas, etc. which lead to higher economic growth. All small business and start-ups need to plan effectively for growing and managing their business finances in order to succeed in a fiercely competitive domestic and global market place. Keeping this in mind, the Institute has designed Two (02) days online Entrepreneurship Development Program on “How to Raise Finance for starting your Beauty and Wellness Enterprise”.

The programme aims at imparting knowledge of various aspects of enterprise creation, credit sources, Government support systems, how to manage and grow the business. After the successful completion of the training, On-line Certificate will be issued to the Participants. Post -programme the institute will also mentor and handhold the participants.

The Objectives of the programme are to:

1. To impart knowledge on the characteristics of a successful entrepreneur,
2. To Impart Knowledge on the various types of enterprises and how to Finance beauty and wellness enterprises,
3. To impart knowledge on how to formulate effective and profitable project reports to start a beauty and wellness enterprise.

COURSE CONTENTS

- Characteristics of an Entrepreneur
- Entrepreneurial Motivation Training
- Types of Enterprises
- Entrepreneurship Eco-System, Government Policies for Women Entrepreneurs
- Procedure and Formalities for Bank Finance/Preparation of Business Plan
- How to control costs
- Interaction with a Beauty and wellness entrepreneur

PROGRAMME METHODOLOGY

Online lecture and Video contact class
Online exercises, case studies and Assessment

Target Audience

Existing and Budding entrepreneurs in the beauty and wellness sector

Expected Outcome

It is expected that at the end of the programme the participants will enhance their knowledge of how to prepare business reports to be able to get funds for starting their own business. The learners gain an insight into the various aspects of enterprise creation, credit sources, how to manage and grow their business.

Duration

Two days

Timing of the Sessions:

Day 1 and 2

11.00 A.M. – 4.00 P.M.

Fee:

Rs. 2,360/- (including GST)

Faculty Profile

Ms. Neelam Shami Rao, IAS, Director General, NIESBUD	Ms. Neelam Shami Rao, IAS officer Madhya Pradesh 1992 Batch, is the Academic and Administrative Head of the Institute.
Dr. Poonam Sinha Director, Entrepreneurship Education	A dynamic professional with a career spanning over 25 years, she has done her Doctorate in Psychology from BHU. Has been known and regarded as an Expert in Entrepreneurship Development, Women Empowerment and Advocacy for promoting Entrepreneurship across the nation.
Mr. P. K. Arora, Senior Advisor, NIESBUD	A Banking Professional with a vast experience of over 30 years highly recognized for his deep understanding of banking procedures, financial understanding and guidance. Has been a member of various expert panels and committees of nationalized banks.
Mr. B. S. Sajwan, Chief Consultant, NIESBUD	Has a total work experience of over 15 years in the field of Entrepreneurship Development, has worked exhaustively in promoting entrepreneurship. Is widely known for counseling, mentoring and handholding budding Entrepreneurs.

Ms. Rekha Bharadwaj, Senior Advisor, NIESBUD	Worked for 33 years in BHEL and has superannuated as General Manager from Corporate Learning and Development division. She conducted programmes in Behavioral Science areas for BHEL, other PSUs and Multi National Organizations.
Mr. D K. Singh, Chief Consultant	With work experience of over 25 years in the field of Training and development, he is recognized for entrepreneurship training and enterprise management.
Ms. Shikha Kumar, Entrepreneur	Owned and managed (Affinity) Parlors has been a Sr. Business Development and Resource Manager of Hevar Systems Inc., Lead Manager etc. EXL Services IGATE Mastech. Inc, Sr. Resource Manager, Fujitsu Consulting

Course Design

Entrepreneurship Development Program on
“How to Raise Finance for Starting Beauty and Wellness Enterprise”
 October-12 to 13, 2020

Date	Session	Timing	Topic	Faculty Name
Day 1				
12/10/20	1	11.00 A.M. to 11.15 A.M.	Programme Inauguration	Dr Poonam Sinha, Director EE
12/10/20	2	11:15 AM to 12.45 P.M.	Characteristics of an Entrepreneur	Dr Poonam Sinha
12/10/20	3	12.45 P.M. to 1.30 P.M.	Entrepreneurial Motivation Training	Ms. Rekha Bharadwaj
12/10/20	4	2.30 P.M. to 4.00 P.M.	Type of Enterprises	Mr P .K.Arora
Day 2				
13/10/20	1	11.00 A.M. to 12.00 Noon	Entrepreneurship Support Eco-System for Women Entrepreneurs	Mr B S Sajwan
13/10/20	2	12.15 to 1.15 noon	Procedure and Formalities for Bank Finance/ Preparation of Business Plan for beauty and wellness enterprise	Mr P K Arora
13/10/20	3	2.30 P.M. to 3.30 PM	5 s -principles for managing work efficiently, effectively and safely	Mr. D. K. Singh
13/10/20	4	3.30. P.M. to 4.15 P.M.	How to manage and grow your business – interaction	Ms. Shikha Kumar
13/10/20	5	4.15 PM to 4.30PM	Assessment, programme feedback	Programme team

ABOUT NIESBUD

The National Institute for Entrepreneurship and Small Business Development is a premier organization of the Ministry of Skill Development and Entrepreneurship, engaged in training, consultancy, research, etc. in order to promote entrepreneurship and Skill Development. The major activities of the Institute include Training of Trainers, Management Development Programmes, Entrepreneurship-cum-Skill Development Programmes, Entrepreneurship Development Programmes and Cluster Intervention. NIESBUD has provided training to 12,24,433 persons as of March 31, 2020 through 46,438 different training programmes since inception. This includes 5,011 international participants hailing from more than 145 countries throughout the globe.

