



Online EDP on How to Start Your Business

15 September 2020 – 16 September 2020



**The National Institute for Entrepreneurship & Small Business Development
(NIESBUD)**

**Ministry of Skill Development and Entrepreneurship, Govt. of India
A-23, Sector-62, Noida**

**Dr Poonam Sinha
Director-Entrepreneurship Education
NIESBUD**

**Mr P K Arora
Programme Director**

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 46438 different training programmes since inception. This includes 5011 international participants hailing from more than 145 countries throughout the globe.

Online EDP on “How to Start Your Own Business”

The entrepreneurs play 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, create innovation, improve standard of living, develop backward areas, etc. which leads to higher economic growth. Keeping this in mind, the Institute has designed Two (02) days online Entrepreneurship Development Program on “How to Start Your Own Business” in order to promote self-employment and entrepreneurship among the budding and existing entrepreneur to set up and scale up their enterprise in an effective manner respectively.

The programme aims at imparting to the learners a thorough insight into the various aspects of enterprise creation, technical know-how, credit sources, marketing of products and changing trends of market in global scenario. The trainees will be able to

understand the concepts of identification/ selection of projects and setting up of own enterprise so as to run their business successfully. While the programme incorporates a thorough briefing on Government support systems, it also includes additional benefits of being an Entrepreneur.

This course offers an overview of the guiding principles that underpin the entrepreneurial process, providing you with practical tips and grounded theory to evaluate your entrepreneurial opportunity, team and resources. You'll explore some of the myths and key facts about entrepreneurship, and find out what it takes to be an entrepreneur, so that you can conduct your own self-assessment and identify priorities for your own growth as an entrepreneur. You'll learn how to unlock your creativity and innovation to help you generate more and better entrepreneurial ideas. After successful completion of the training, certificate will be issued to the Participants.

Program Objectives

- To impart entrepreneurial knowledge and strengthen entrepreneurial competencies ;
- To help in selecting the right type of project and products;
- To formulate the effective and profitable project reports;
- To acquire necessary managerial skills required to run the enterprise.
- To provide post-training assistance through Mentoring and handholding support for establishing enterprise.

What you will learn

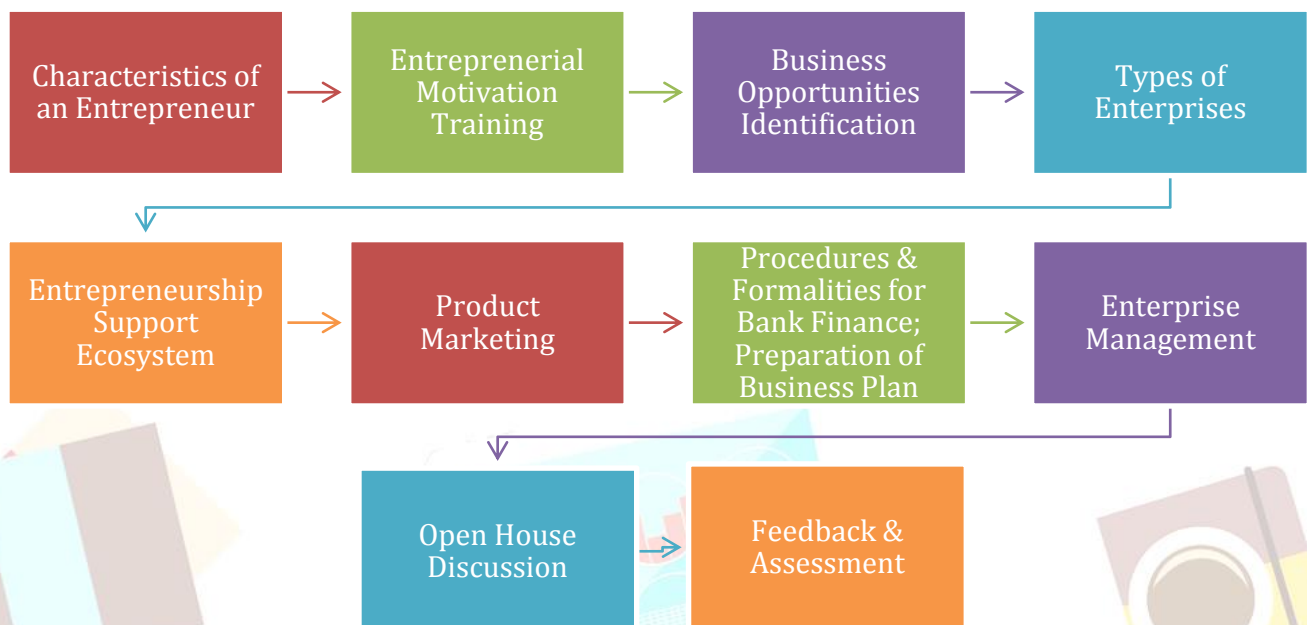
- What it means to be an entrepreneur
- The basics you need to succeed in business
- The starting cost you will need for your business
- To understand your target market and how best to identify them
- How to create a successful marketing strategy and reach your customers
- The best ways to present your business to investors
- What you should include in your business plan to secure funding
- How to harness the Government Support Ecosystem for supporting your business idea and starting your enterprise
- How to build the best team to run your business
- What your break-even point is and how you reach that point
- How to handle the financials of your business
- How to prepare a bankable business plan for availing credit facility

Who this course is for

- An entrepreneur
- Thinking about starting a business
- In the process of starting a business
- Writing a business plan
- Growing your business
- Marketing your business
- Need help understanding the financials of your business
- Pitching your business to a bank or investors

Course Content

The Course Contents will exclusively focus on Entrepreneurship Development Training through the online training portal of NIESBUD that will expose the aspirants to Characteristics, culture and challenges of an entrepreneur, Its advantages, How an entrepreneurial eco-system is developed, Characteristics of an Entrepreneur, Entrepreneurial Motivation, Business Opportunities Identification, Types of Enterprises, Product Marketing, Business plan preparation and Entrepreneurship Support Eco- system, etc. in order to promote self-employment as a career option for the participants.



ONLINE EDP TRAINING PROGRAMME ON HOW TO START YOUR BUSINESS

PROGRAMME SCHEDULE

Date	Session	Time	Topic
15.09.2020	I	10.30 AM – 11.30 AM	Characteristics of an Entrepreneur
	II	11.30 AM – 12.15 PM	Entrepreneurial Motivation Training
	III	12.15 PM – 1.15 PM	Business Opportunities Identification
		1.15 PM – 2.00 PM	Lunch Break
16.09.2020	IV	2.00 PM – 3.00 PM	Types of Enterprises
	I	10.30 AM – 11.30 AM	Entrepreneurship Support Ecosystem
	II	11.30 AM – 12.30 PM	Product Marketing
	III	12.30 AM – 1.30 PM	Procedures & Formalities for Bank Finance; Preparation of Business Plan
		1.30 PM – 2.30 PM	Lunch Break
	IV	2.30 PM – 3.30 PM	Enterprise Management
	V	3.30 PM – 4.00 PM	Open House Discussion (Q&A)
	VI	4.00 PM – 4.30 PM	Feedback & Assessment

Programme Fee

The Programme Fee is Rs. 2000 + 360 (GST) = Rs. 2360 Per Participant. Trainees can pay programme Fee online during the registration through payment gateway.

Registration Link

<http://niesbudtraining.org/Programs/Default.aspx?ProgramID=1403>

For Details Contact

<p>Mr P K Arora Programme Director Ph No 9720447744 Email: pk.arora@niesbud.gov.in</p>	<p>Dr Saurabh Chandrashekharan Consultant Ph No 9643865772 Email: saurabh.c@niesbud.gov.in</p>	
<p>Rudra Pratap Singh Programme Coordinator Ph No 9457284506 Email : rudrasingh@niesbud.gov.in</p>	<p>Sumit Kumar Programme Coordinator Ph No 8700622362 Email : sumitsharma@niesbud.gov.in</p>	<p>Abhilasha Vyas Consultant Ph No 8700754779 Email : avyas@niesbud.gov.in</p>