

# ENTREPRENEURSHIP DEVELOPMENT PROGRAMME



**SUPPORTED BY:**  
**THE NATIONAL BACKWARD CLASSES FINANCIAL DEVELOPMENT CORPORATION**  
**(NBCFDC)**  
**(MINISTRY OF SOCIAL JUSTICE AND EMPOWERMENT, GOVT. OF INDIA)**



**ORGANISED BY:**  
**THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP AND SMALL BUSINESS**  
**DEVELOPMENT (NIESBUD)**  
**(MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP, GOVT. OF INDIA)**  
**HEAD OFFICE: A-23, SECTOR-62, NOIDA (UTTAR PRADESH)**  
**REGIONAL OFFICE: NSTI CAMPUS, GREEN PARK COLONY, NIRANJANPUR, PO:**  
**MAJRA, DEHRADUN (UTTARAKHAND)**

**THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP AND SMALL BUSINESS  
DEVELOPMENT (NIESBUD)**

1. Institutional and Administrative Head : Ms. Neelam Shammi Rao (IAS)
2. Director : Dr. Poonam Sinha

**CORRESPONDENCE ADDRESS FOR PARTICIPANTS:**

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(NIESBUD)

Regional Office: NSTI Campus, Green Park Colony, Niranjanpur, PO: Majra, Dehradun  
(Uttarakhand)

**FACULTY MEMBER:**

<b>S. NO.</b>	<b>Name</b>	<b>Designation</b>
01	Dr. Poonam Sinha	Director (EE)
02	Mr. P. K. Arora	Senior Advisor
03	Mr. Saurabh Chadra Shekhran	Advisor
04	Mr. B. S. Sajwan	Chief Consultant
05	Mr. D. K. Singh	Chief Consultant
06	Ms. Divya Agawal	Consultant
07	Mr. Manish Kumar	Consultant
08	Mr. Sumit Kumar	Consultant
09	Mr. Sanjay Bartwal	Chief Consultant
10	Mr. L. P. Bhatt	Chief Consultant
11	Mr. Arun Bhadur Chand	Chief Consultant
12	Mr. Prabhakar Bahuguna	Chief Consultant
13	Mr. Sailesh Rawat	Consultant
14	Ms. Deepa Sharma	Consultant
15	Mr. Rakesh Painuly	Consultant
16	Mr. Vinod Kumar Negi	Consultant

**ENTREPRENEURSHIP DEVELOPMENT PROGRAMME****DURATION: 01.02.2021 TO 18.02.2021**

<b>Day</b>	<b>Activities/ Events</b>
<b>1<sup>st</sup></b>	<ul style="list-style-type: none"><li>• Entrepreneurship</li><li>• Entrepreneurial Competencies</li><li>• Concept &amp; Components of Life Skills</li><li>• Integrating Life Skills with Entrepreneurial Competencies</li></ul>
<b>2<sup>nd</sup></b>	<ul style="list-style-type: none"><li>• Definition, Significance, Classification, Purpose and Process of Business Communication</li><li>• Barriers and Gateways in Communication</li><li>• Motivations and EMT Labs</li></ul>
<b>3<sup>rd</sup></b>	<ul style="list-style-type: none"><li>• Business Opportunity Identification</li><li>• Scanning the Environment for Opportunities</li><li>• Business Opportunity Guidance</li><li>• Idea Generation, Evaluation and Validating the Idea</li></ul>
<b>4<sup>th</sup></b>	<ul style="list-style-type: none"><li>• Evaluation of Alternatives and Selection based on Personal Competencies</li><li>• Assessment of the Proposed Project – Financial, Technical, Market and Other Aspects</li></ul>
<b>5<sup>th</sup></b>	<ul style="list-style-type: none"><li>• Market Survey &amp; Research</li><li>• How to conduct Market Survey: Tools and Techniques</li><li>• Questionnaire Preparation</li><li>• Conduct Market Research</li><li>• Consumer Behavior, Retail Management, Sales and Distribution Management</li></ul>
<b>6<sup>th</sup></b>	<ul style="list-style-type: none"><li>• Marketing Communication/ Promotional Strategy</li><li>• Competitors/ Principal Players</li><li>• Analysis of Business Operation and SWOT Analysis</li><li>• Interactions with DIC, NSIC, MSME-DI, Bank, KVIC etc. and Understanding of Guidelines.</li></ul>
<b>7<sup>th</sup></b>	<ul style="list-style-type: none"><li>• Preparing The Business Plan (BP)</li><li>• Myths, Meaning, Significance and Preparation of BP format.</li><li>• Financial, Marketing, Technical, Human Resource, Social Aspects of the BP</li><li>• Financial Planning including Sales Plan, Cost Plan, Profit Plan and Cash Flow Plan</li><li>• Content and Sections of a Bankable Business Plan</li><li>• Common pitfalls to be avoided in preparation of a BP</li><li>• Art of Pitching and Innovative Methods of Presenting a Business Plan</li></ul>
<b>8<sup>th</sup></b>	<ul style="list-style-type: none"><li>• Financial Literacy:</li><li>• Margin Money, Term Loan and Working Capital Management</li><li>• Assessment of Working Capital Requirement, Product Costing, Cost Consciousness, Pricing, etc.</li><li>• Cash flow</li><li>• Break Even Point</li><li>• Profitability &amp; Balance Sheet Projection of Project Report</li></ul>
<b>9<sup>th</sup></b>	<ul style="list-style-type: none"><li>• Market and Marketing</li><li>• Product Planning &amp; Product Mixing Strategy</li><li>• Marketing Management: Product Promotion, Sales and Advertisement</li></ul>

	<ul style="list-style-type: none"> <li>• Marketing Plan – Product, Price, Place, Promotion, People, Process, Physical Evidence</li> </ul>
10 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Consumer Behavior, Buying motives, Market Segmentation and Positioning for Competitive Advantage - Product/ Service.</li> <li>• Product Life Cycle, Packing and Packaging</li> <li>• Branding and Bar coding</li> <li>• Digital Marketing and Social Media Strategy</li> </ul>
11 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Enterprise Creation</li> <li>• Meaning and Definition of MSMEs, Profit and Not for Profit Organizations</li> <li>• Role played by MSME in the Development of Indian Economy.</li> <li>• Legal Entities of Enterprises (Proprietorship, Partnership, UAM, OPC, LLP, Pvt./Public Ltd, etc.): Advantages, Disadvantages and Industry specific Suitability.</li> </ul>
12 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Not for Profit Organizations: Societies, Trust and Section 8 Company.</li> <li>• Legal Formalities in an Enterprise: (Income Tax, Factory Act, PF, Labour Laws, Environmental Laws etc.)</li> <li>• Steps Involved in the Formation of an Enterprise: Location, Clearances and Permits Required, Formalities, Licensing and Registration Procedure</li> </ul>
13 <sup>th</sup>	<b>Exposure Visit</b>
14 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Support Ecosystem and Government Schemes:</li> <li>• Understanding of Entrepreneurship Support Ecosystem</li> <li>• Start up Policy, MUDRA, Stand up India, PMEGP, ZED Scheme, PM YUVA, PMKVY, DDU GKY, etc.</li> <li>• Enterprise Management</li> <li>• Planning, Organizing, Staffing, Directing and Controlling</li> </ul>
15 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Intellectual Property Rights: Concept, Signification and IP Tools</li> <li>• Filing of Patent, Copy Rights, Trade Mark and Industrial Designs</li> <li>• Quality Management Standards and Quality Technological Tools</li> <li>• Programme Evaluation</li> </ul>