



ONLINE EDP ON

HOW TO START YOUR OWN BUSINESS

16-17 OCTOBER- 2021

FOR REGISTRATION PLEASE LOG ON:
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(Forthcoming Programmes)

FEE: Rs. 2000+18% GST= Rs. 2360/-

FOR FURTHER DETAILS, PLEASE CONTACT:

Sh. D.K. Singh
Programme Director
Mob: 9868977675
Email: dksingh@niesbud.gov.in

Manish Kumar
Programme Coordinator
Mob: 8826894375
Email: manish@niesbud.gov.in

Saurabh Satiya
Programme Coordinator
Mob: 7011164241
Email: saurabhsatiya@niesbud.gov.in

Yashpal Singh
Programme Coordinator
Mob: 9911072193
Email: rawatyashpal@niesbud.gov.in



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 12,37,307 persons till date through 46,837 different training programmes since inception. This includes 5,011 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 lead 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. After successful completion of the training, certificate will be issued to the Participants.

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;

Target Audience:

- ✚ Students, Drop Out, Budding/ Existing Entrepreneurs, Women and those who are interested to start a business.

Course Contents

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.

Session Plan

The sessions will focus on the knowledge, skill, attitude and practice framework to bring about the desired change. The sessions are designed keeping in mind the background of the participants to enhance their knowledge on entrepreneurship ecosystem. The session will cover broader aspects of entrepreneurship, entrepreneurial motivation, setting up small enterprise, networking and leveraging government schemes and policies of supporting entrepreneurship, effective visioning with banks for loans, preparation of business plan and management of enterprise. The sessions for the programme are placed below:

SESSION	FACULTY	SESSION DETAILS
CHARACTERISTICS OF AN ENTREPRENEUR	Dr. Poonam Sinha	<p>The session objective is to upgrade the knowledge and skills of the participants on characteristics of an entrepreneur. The session will help the participants to understand the different characteristics through various behavioral exercises and case studies. The trainees would be able to understand what are the different characteristics required to become an entrepreneur by the end of this module.</p>
ENTREPRENEURIAL MOTIVATION (EMT-LAB)	Ms. Rekha Bhardwaj	<p>The session objective is to upgrade the knowledge of the participants on Entrepreneurial motivation. It will help the participants to understand the process of how a seemingly ordinary individual can transform into a powerful businessman, who can create opportunities for themselves and help in maximizing wealth and economic development by enhancing their entrepreneurial spirit.</p>
BUSINESS OPPORTUNITIES IDENTIFICATION	Mr. Sanjay Bartwal	<p>The session objective is to empower the trainees with the knowledge and skill which will help them to train and orient their students towards Entrepreneurship. This session helps the participant to upgrade their knowledge and skills on how to identify a viable business IDEA and transform it into an OPPORTUNITY. The modules is activity based and by the end of this module, the trainee would be able to understand and acquire knowledge on the steps to logically identify an opportunity and understand how the same needs to be further explored and transformed into a Entrepreneurial Venture.</p>
TYPES OF ENTERPRISES	Mr. P.K. Arora	<p>The session objective is to upgrade the knowledge and skills of the participants on types of enterprises. The session will help you understand different types of legal entity which may be formed for running and starting an enterprise By the end of this module, the trainee would be able to understand that there are several types of enterprise, each one distinguished by its legal ownership.</p>

<p>ENTREPRENEURSHIP SUPPORT ECO – SYSTEM</p>	<p>Mr. B.S. Sajwan</p>	<p>The session objective is to upgrade the knowledge and skills of the participants on entrepreneurship support eco system. The session will help the participants to understand the role of entrepreneurship support and enabling eco system for promoting entrepreneurship in the country. The factors affecting success and failure of an entrepreneur. The trainees would be able to understand that entrepreneurship ecosystem is the social and economic environment affecting local or regional entrepreneurship by the end of this module</p>
<p>PRODUCT MARKETING</p>	<p>Dr. Saurabh Chandrashekharan</p>	<p>The session objective is to understanding the approaches to sell a particular product to a customer using multiple brand awareness strategies It will also includes the creative ways to pitch in a product to general public.</p>
<p>PROCEDURE AND FORMALITIES FOR BANK FINANCE/ PREPARATION OF BUSINESS PLAN</p>	<p>Mr. P.K. Arora</p>	<p>The session objective is to upgrade the knowledge and skills of the participants on procedure and formalities for bank finance. The session will help in gaining knowledge on step-by-step procedure and formalities, which are required for seeking loan from the banks or financial organization. The trainee would be able to understand the policy and guidelines adopted by a bank and lending process in a systematic and methodical manner by the end of this module.</p>
<p>Enterprise Management</p>	<p>Mr. D.K. Singh</p>	<p>The session objective is to upgrade the knowledge and skills of the participants on enterprise management. The factors affecting success of an enterprise by adopting best practices is the aim of deliberation. The session will help the participants to understand the different steps of enterprise management.</p>

FACULTY PROFILE

Ms. Neelam Shami Rao, IAS Director General, NIESBUD	Ms. Neelam Shami Rao, IAS Officer, Madhya Pradesh Cadre of 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	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.
Ms. Rekha Bhardwaj Senior Advisor	She has a total work experience of 33 years in BHEL and has superannuated
Dr. Saurabh Chandrashekharan	Having vast experience of 15 years in the field of entrepreneurship training activities, counseling and monitoring of entrepreneurial outcomes. He has in-depth knowledge of marketing of the product and its various tools.
Mr. B S. Sajwan Chief Consultant	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.
Mr. Sanjay Bartwal Chief Consultant	Working in Niesbud as a Chief Consultant for the last 11 Year. As a senion faculty the incumbent has been involved in delivering sessions in various offline and online programs delivered by the Institute both by HO/RO. Also involved in organizing, coordinating and monitoring the EAC, EDP, ESDP, MDP, FDP, TOT Programs, fees based training programs at Pan India level.
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.

Programme Schedule

Login :- 16th to 17th October, 2021, 10:30AM to 04:00PM

Date	Session	Timing	Topic	Faculty Name
16/10/21	I	10: 30 AM to 11:30 AM	Characteristics of an Entrepreneur	Dr. Poonam Sinha
16/10/21	II	11:45 AM to 12:45 PM	Entrepreneurial Motivation (EMT- LAB)	Ms. Rekha Bhardwaj
16/10/21	III	01:30 PM to 02:30 PM	Business Opportunities Identification	Mr. Sanjay Bartwal
16/10/21	IV	02:45 PM to 3:45 PM	Type of Enterprises	Mr. P.K. Arora
17/10/21	I	10:30 AM to 11:30 AM	Entrepreneurship Support Eco- System	Mr. B.S. Sajwan
17/10/21	II	11:45 AM to 12:45 PM	Product Marketing	Dr. Saurabh Chandrashekharan
17/10/21	III	01:30 PM to 02:30 PM	Procedure and Formalities for Bank Finance/ Preparation of Business Plan	Mr. P K Arora
17/10/21	IV	02:45 PM to 03:45 PM	Enterprise Management	Mr. D.K. Singh
17/10/21	V	04:00 PM to 04:30 PM	Half an Hour Session	Faculty and Participants Interaction

For queries, please feel free to contact:

Manish Kumar
Programme Coordinator
8826894375
manish@niesbud.gov.in

Yashpal Rawat
Programme Coordinator
9911072193
rawatyashpal@niesbud.gov.in

Saurabh Satiya
Programme Coordinator
7011164241
saurabhsatiya@niesbud.gov.in

Mr. D. K. Singh
Programme Director
9868977675
dk Singh@niesbud.gov.in