EVENT INFORMATION

AMU Murshidabad Centre is proud to announce that the Entrepreneurial Incubation Cell is going to host on 29th April 2018 (Sunday):

A Certificate Program for students on Empowerment of Entrepreneurship & Skill-Government of India Initiative

The National Institute for Entrepreneurship and Small Business Development (NIESBUD) is an apex body under the Ministry of Skill Development and Entrepreneurship, Government of India established in 1983 for coordinating and overseeing the activities of various institutions/agencies engaged in entrepreneurship development particularly in the area of small industry and small business. It was established with one of its objective to organize, conduct and co-ordinate training programs for Entrepreneurship development in collaboration with various institutes and organizations. The following are the major areas of Intervention of the Institute -The Institute in its Endeavour to promote entrepreneurship among the Aspirants (All Streams) has designed one day physical & 14 Days E-learning (CD Based) Entrepreneurship Development Program.

Program Details:
1. EDPs in India- role of various Government Organizations and other promotional institutions
2. Business Environment Scanning
3. How to start a SSI unit (general concept about the govt. formalities, rules & regulations etc.)
4. Achievement Motivation Training (AMT) : how to develop achievement motivation
5. Technical aspects of SSI unit
6. Financial aspects of SSI units: Project cost, Source of finance, Cost of production & Profitability
7. How to prepare a Business Plan (DPR)
8. EDPs-methodologies & strategies- promotional work & developmental inputs
9. How to Identify and Select Potential Entrepreneurs
10. Project Identification & opportunity guidance
11. Role of Supporting Agencies- DIC, SIDC, etc- A panel discussion
12. lst session to be continued..
13. Technology assistance from R&D labs & other institutions
14. Marketing Management & Marketing Support available to SSI units.
15. Problem solving & decision making
17. R & D: HVH Analysis, TOE Analysis..
18. 3S, Dead Hours Strategy of Business
19. Network Marketing How it works...
20. When you should start your first Business?
21. How to apply for Funds and Subsidies for business?

Students from all streams can participate.
Fee per participant is Rs.1000 (Lunch + 2 High Tea)
Interested candidates register at the earliest with the undersigned. Seats are limited.

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