



CHAITANYA DEGREE & PG COLLEGE FOR WOMEN

Affiliated to Andhra University, Chaitanya nagar, Old Gajuwaka, Visakhapatnam-530026.



**THREE DAYS WORKSHOP
ON
ENTREPRENEURSHIP DEVELOPMENT**

Organized by
**Chaitanya Degree & PG College for Women
in Collaboration with APSSDC**



Resource Person
Sree Kiranbabu Velnati
Corporate Trainer & Managing Director
SRK Software Consultancy

Date : 13-02-2018 to 15-02-2018
Time : 10.00am to 4.00pm
Venue :
Chaitanya PG College for Women



DAY1 – Content 1

10.00am to 1.00pm

- ❖ Introduction to Entrepreneurship Development - Present scenario in India.
- ❖ Entrepreneurship Development- Its promotion process in India.
- ❖ Entrepreneurship Development- Unique need, new capabilities, new product/services developments in India.

DAY1 – CONTENT 2

2.00am to 5.00pm

- ❖ Development Activities offered by Government of Andhra Pradesh & India by providing financial support through MUDRA(Micro Units Development & Refinance Agency) and Dairy entrepreneurship development & CFA (Credit & Financial Assistance) for new entrepreneurs.





DAY2 – Content 1 10.00am to 1.00pm *Centre*

Skills required for a new entrepreneur

- 1. Communication skills**
- 2. Conceptual skills**
- 3. Technical skills**
- 4. Calculations – present and future**
- 5. Practical thinking**

DAY2 – CONTENT 2 2.00am to 5.00pm

- ❖ **Impact of entrepreneurship development in India.**
- ❖ **Economic Development through better entrepreneurship programmes.**
- ❖ **Employment opportunities entrepreneurship development in India**



DAY3 – Content 1

10.00am to 1.00pm

Entrepreneurship developments its challenges and risks

- ❖ **Deciding what to produce & sell (Kind of product & its designing)**
- ❖ **Understanding market conditions**
- ❖ **Hiring relevant talented employees**
- ❖ **Guarding cash inflow**

DAY3 – CONTENT 2

2.00am to 5.00pm

How to overcome challenges by new entrepreneur

- ❖ **Self assessment and research in market**
- ❖ **Marketing intermediaries**
- ❖ **Building a new brand**
- ❖ **Test & examine**
- ❖ **Using head hunters**
- ❖ **Delegating authority**
- ❖ **Planning proper budget & maintaining proper records**

