



**Vinod Gupta School of Management  
Indian Institute of Technology Kharagpur  
in collaboration with  
Ministry of Micro, Small & Medium Enterprises**



Dedicated to the Service of the Nation  
राष्ट्रीय सेवार्थ समर्पित

Invites you to

**Advanced Management Development Program on**

**A Guide to Entrepreneurship and New Ventures  
(Start-ups)**

at

**Indian Institute of Technology Kharagpur**

From

**19 to 23 February, 2024**

Name of the Implementing Agency	Vinod Gupta School of Management IIT Kharagpur
Background of the Institute	<p>Vinod Gupta School of Management started in 1993 as a unique initiative among the Indian Institutes of Technology. A management school within IIT Kharagpur, VGSoM imbibed the parent Institute's culture of research and quality teaching. More than 25 years since its inception, the school has grown holistically, winning several accolades and setting new benchmarks of excellence. Today, VGSoM plays a pioneering role in nurturing leaders of tomorrow by blending management philosophy along with technological advancement to develop managers, who appreciate both critical technological issues and their business implications. IIT Kharagpur, as an established world class institute, helps VGSoM leverage its strength in terms of infrastructure, intellectual resources, illustrious alumni and its "will to be the best" Business School in India.</p>
Organization	<p>Vinod Gupta School of Management regularly organizes Management Development Programmes (MDPs) and training programs for educators in India and abroad. Highly qualified faculty with outstanding academic credentials and diverse industrial/consultancy experience associate with colleagues in India and abroad to provide the best possible learning environment to the students. Faculty also contribute to the knowledge base through their research and consultancy projects with their partners in the industry and academics. Now, more than two decades after its inception, the school has grown holistically, winning several accolades and setting up new benchmarks for excellence. As a part of the world renowned IIT Kharagpur system, the school enjoys access to state-of-the-art infrastructure, one of the most well-equipped libraries in the country, and a very large, well-established network of alumni.</p>

## A Guide to Entrepreneurship and New Ventures (Start-ups)

Need of training	<p>With the Indian economy poised to be self-reliant and a growing contribution of the service sector in the GDP of the country, it is necessary to create a pool of resources that, not only will contribute to the GDP of the country, but will also create employment. Entrepreneurship and New Venture is one of the ways to achieve the objective.</p> <p>However, a recent study shows that only 5% of adult Indians cross the early state and manage to establish their own businesses, and the business discontinuation rate is about 26%. However, entrepreneurship is a necessity and needs to be imbibed in the young minds.</p> <p>To this end, an endeavor is mooted to have five-day training programme on ‘A Guide to Entrepreneurship and New Venture (Startups)’. The programme will cover various aspects of entrepreneurship and will impart the participants with both practical and theoretical knowledge base.</p>
Brief description of the topic	<p>The topics, as outlined in the modules will:</p> <ol style="list-style-type: none"> <li>1. Expose the participants to the essentials of Entrepreneurship</li> <li>2. Appraise the participants on different aspects of entrepreneurship, viz. product innovation, manufacturing, promotion, distribution, costing, financing and legal aspects</li> <li>3. Provide the participants with knowledge of the various facilities provided by the government to promote entrepreneurship</li> <li>4. Enabling the participants to draw up an entrepreneurship plan</li> </ol>
Possible outputs/outcomes of the ESOP programme	<p>At the end of the programme, the participants will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the key aspects and issues involved in Entrepreneurship</li> <li>2. Able to assess the market and develop a product plan</li> <li>3. Able to draw up a product promotion strategy</li> <li>4. Understand ways and means to reduce cost of manufacturing</li> <li>5. Appraise the ways and means to finance the business</li> <li>6. Able to write a project proposal for obtaining loan from the bank</li> </ol>

### Program Schedule

Day	Session 1	Session 2	Session 3	Session 4
1	Introduction to Entrepreneurship and New Venture (Startup)	Manufacturing approaches for entrepreneurship	Manufacturing technologies	Quality in Manufacturing - I
2	Quality in Manufacturing - II	New Product Design	Product Costing	Product Cost Management
3	Financing for New Ventures	Tendering	Product Marketing, Promotion, and Sales - I	Product Marketing, Promotion, and Sales - II
4	Product Distribution - Rural	Product Distribution - Urban & Online	Man-power planning	Leadership for Business
5	Business Plans - I	Business Plans - II	Short Evaluation/Test	Valediction