



**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  
**Winning the Challenges by Women Entrepreneurs**

From  
**30<sup>th</sup> Jan to 3<sup>rd</sup> Feb, 2023**

at  
**Vinod Gupta School of Management  
Indian Institute of Technology Kharagpur**

For details, please contact:

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**Details:**

1. There is no program fee, and boarding and lodging (on twin-sharing basis) for the duration of each program will be arranged by the organizers.
2. Participants will be selected from a pool of Entrepreneurs registered on the Udyam portal. Nominations may be submitted via <https://forms.gle/JT8f4piLChdKgJHk9> by Friday, the 6<sup>th</sup> of January, 2023.
3. Seats in these programs are limited, and applicants will be selected in consultation with officials from the Ministry of Micro, Small, and Medium Enterprises, and informed promptly.
4. The selected participants will be required to submit an Application Fee of Rs. 2000/- via a crossed cheque drawn in favour of **CEP-STC, IIT Kharagpur**, along with a hard/ printed copy of their application form, as per the deadline intimated to them, preferably by Speedpost, to the following address:

Nodal Officer for Ministry of MSME sponsored MDP  
Vinod Gupta School of Management,  
Indian Institute of Technology Kharagpur  
Kharagpur – 721302  
West Bengal  
Phone: +91-9647182743

5. A confirmation note will be sent to each participant upon receipt of the cheque.
6. Cheques will be returned to participants when their Certificates of Participation are awarded at the end of the program.

Name of the Implementing Agency	Vinod Gupta School of Management IIT Kharagpur
Background of the Institute	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.
Organization	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.

## Winning the Challenges by Women Entrepreneurs

Need of training	Women entrepreneurs face some specific challenges of social expectations, proving oneself in the men's world, accessing funding, owning the accomplishments, developing a supportive network, maintaining a work-life balance, coping with fear of failure beyond the challenges of entrepreneurship like knowing the strategy, risk management, networking etc. faced by their male counterparts also. It is important for the women entrepreneurs to win over these challenges to develop self-confidence as an entrepreneur so that they can lead the business towards performance excellence.
Possible outputs/outcomes of the ESOP programme	This training program will help the women entrepreneurs to understand the challenges in entrepreneurship, understand their strength, develop competencies in different aspects of business management like project management, strategic management, supply chain management, finance, marketing, people management, legal and regulatory issues, networking with stakeholders and develop self-confidence in themselves leading to business performance excellence and work life balance.

### Program Schedule

Day	Session 1	Session 2	Session 3	Session 4
1	Entrepreneurship challenges faced by women entrepreneurs	Understanding the myths, nature and scope of entrepreneurship	Innovation and Entrepreneurship for sustainability and growth	Understanding your Personality and Interest profile; Developing a personal scorecard
2	Importance of Environmental and Competitive Analysis for Business Plan	Exploring the Strategy and Structure best for Start-ups and MSMEs	Understanding Consumer Behavior and Product Branding	Developing your self-confidence and work life balance
3	Essentials of Project Management for Entrepreneurs	Challenges of Supply Chain Management for MSMEs	Product Pricing and Cost Management	Essentials of Digital Marketing
4	Leadership- role and challenges for Entrepreneurs	Team Development and Performance Management	Financing Options and Sources - Debt, Equities, Angel Investment etc.	Spreadsheet modelling for Entrepreneurs
5	Risk Management – Tools and Techniques for Entrepreneurs	Regulatory and Legal Compliance issues	Networking with stakeholders of business	Evaluation/Exam/Quiz Valediction