



**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
Networking Management, Strategic Planning, and Risk Management

From
6th to 10th March, 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 6th 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.

Networking Management, Strategic Planning, and Risk Management

Need of training	It is important for the decision makers of MSMEs to know about the business ecosystem, stakeholders and understand the risk and opportunities, develop strategic plan, networking with financial Institutes, suppliers and others so that they can lead the business towards performance excellence
Possible outputs/outcomes of the ESOP programme	This training program will help the decision makers of MSMEs to understand the business value chain, the business eco system, stakeholders of business, develop competencies in strategic planning, networking and risk management leading to business performance excellence

Program Schedule

Day	Session 1	Session 2	Session 3	Session 4
1	Introduction to Networking Management, Strategic Planning, and Risk Management	Importance of Environmental Analysis and Competitive Analysis to develop Strategic Objectives	Importance of Business Networking for Entrepreneurs	Know your Networking Group Types and Group Format
2	Strategy Formulation and Choices to achieve Strategic Goals and Objectives of an Organization	Implementation of strategy - Resource allocation, Challenges of change.	How to Connect with a Business Network	Networking with Financer
3	Strategic Leadership – Role, Process, Functions of leadership.	Case Study on Strategic Planning.	Dealing with Challenges in Communication	Persuasion Strategies for Business networking.
4	Evaluation and Control Strategy	Innovation and Entrepreneurship for Survival and Growth.	Ethical Issues in Business Networking	Case study on Network Management.
5	Risk Management – Identification, Assessment, Response Plan, and Control	Financial/Capital Risk Management	Case Study on Risk Management.	Evaluation/Exam/Quiz Vaediction