



Ministry of Micro, Small and Medium Enterprises,  
Government of India



**MSME TECHNOLOGY CENTRE, BENGALURU**  
**MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES, GOVT. OF INDIA**  
KIADB Industrial Estate, Devanahalli, Bengaluru  
<https://www.msmechblr.org/>

## **BRIEF DESCRIPTION OF TRAINING PROGRAMME**

### **HOW TO START YOUR OWN STARTUP How to Raise Funds for New Business or Existing Business**

**LIVE INTERACTIVE SESSION**

**About Programme :** 2 days Training is meant for to develop and strengthen entrepreneurial quality and motivation and help in selecting the right type of project and products to formulate the effective and profitable project, to acquire necessary managerial skills required to run the industrial unit entrepreneurs (existing / prospective) and professionals to orient them in raising the finance for startups, expansions new Units etc. from different available resources , Banks, Financial Institutions, Venture Funds, Private Equity and Angel Funding. Preparation of Bankable Project Reports, Business Plan Preparation, Formalities in approaching Banks would also be addressed in the Programme.

Startup India Scheme is an initiative by the Government of India for generation of employment and wealth creation. The goal of Startup India is the development and innovation of products and services and increasing the employment rate in India.

<b>Course Content</b>		
<b>Day</b>	<b>SESSION</b>	<b>PARTICULARS OF SESSION</b>
1	1	Concept and Procedure of Entrepreneurship & Regulatory Requirements of Business
1	2	Setting up of own Enterprise & Statutory Compliance, Clearance & Approval
1	3	Preparation of Business Plan & Procedure, Business Strategy
1	4	Preparation of Bankable Project Report, Business Idea Generation, Innovation
1	5	Funding Schemes from other Financial Institutions
1	6	MUDRA/PMEGP/STARTUP Scheme
2	7	Basics of Financial Management, Role of CIBIL
2	8	Risk Management for Start-ups, Role of CGTMSE, Marketing Strategy

2	9	Basics of GST & its impact on start-up enterprises
2	10	Other promotional schemes of Government, Business Development
2	11	Marketing Management & Assessing market opportunities
		Support institutions for start ups
		<b>HOW TO PREPARE BANKABLE BUSINESS PLAN (FOR STATUP IN SMEs)</b>
2	12	

**Date- 27 to 28 April, 2024 (2 Days, 5 pm to 8.30 PM)**

**1) Course Fee: Rs. 3000/-** (Study material in softcopy shall be provided)

### **Benefits of the Startup India Scheme**

- Benefits from DPIIT. As companies are registered under DPIIT, they are entitled to receive numerous benefits.
- Self-Certification.
- Simple Registration Process.
- Government Contracts.
- Networking Possibilities.
- Easier Termination of Business.
- Low cost of setting up: The cost of setting up a business in India is low compared to other countries. This is due to the availability of cheap labour and office space.
- Favorable Tax Policies- The Indian government has introduced several startup tax incentives. These include a deduction of up to 100% on profits for the first three years and a tax holiday for the first year of operation.
- Access to Government Funding: The Indian government has set up several schemes to fund startups. These include the Seed Fund Scheme, the Venture Capital Fund Scheme, and the Credit Guarantee Fund Scheme.
- Mentorship and Incubation: The government has provided mentorship and incubation support to startups through various initiatives. This helps startups to get guidance from experienced entrepreneurs and access resources.

**FOR MORE DETAILS PLEASE CONTACT:**

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