

BRIEF DESCRIPTION OF TRAINING PROGRAMME

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

LIVE TINTERATIVE 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.

Course Content		
Day	SESSION	PARTICULARS OF SESSION
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
2	12	Support institutions for start ups
2	12	HOW TO PREPARE BANKABLE BUSINESS PLAN (FOR STATUP IN SMEs)



MSME TECHNOLOGY CENTRE BENGALURU

Plot No.6 Aerospace Park, KIADB Industrial Estate, Bengaluru Northa, Karnataka, India – 562129

Website: msmetcblr.org

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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.

Technical aspects can cover a variety of topics, including:

- **Technical requirements**

These outline the technical aspects, features, and functionalities of a project. They also include any technical constraints that must be overcome.

- **Technical skills**

These are the practical knowledge and expertise gained by performing physical or digital tasks. Examples of technical skills include programming languages, data analysis, project management, and technical writing.

- **Technical analysis**

This involves analyzing price movements to understand trends. Technical analysts believe that prices are already priced into a stock, and that price movements are the result of supply and demand.

- **Technical SEO**

This involves making a website secure for users. For example, implementing HTTPS ensures that data sent between the browser and the site is secure.

- **Technical feasibility study**



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This involves conducting a market survey to get a realistic idea of the revenues a project will generate.

some types of startups:

NEW BUSINESS STARTUP OR

- **Lifestyle startup**

An entrepreneur turns a hobby into a small business with no intention to scale. For example, a small surf shop owned by someone who lives on the coast.

- **Social startup**

A startup that aims to make the world a better place by creating social or environmental change.

- **Buyable startup**

A startup that is created with the goal of being sold to a large company after achieving positive results. For example, Facebook's purchase of Instagram.

- **Scalable startup**

A startup that is designed to grow quickly and is built on a scalable model. They often start with a market analysis to ensure there is a large enough audience for their product or service.

- **Big business startup**

An offshoot startup that is backed by support and capital and focuses on diversifying product offerings.

- **E-commerce startup**

A startup that operates primarily online retail, selling products or services through electronic platforms. Examples include online marketplaces, subscription box services, and direct-to-consumer brands.

When choosing a startup type, you can consider your interests, goals, and resources. You can also assess the scalability potential, market demand, and profitability of different types of startups.

Date- 07 to 08 June, 2025 (2 Days, 5 pm to 8.30 PM)

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

FOR MORE DETAILS PLEASE CONTACT:

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