



# Entrepreneurship Development Program

Start Young, Dream Big – Your Entrepreneurial Journey Begins Here



## Program Objectives

- ✓ Help entrepreneurs learn skills and build networks to succeed.
- ✓ Encourage new ideas, smart risk mitigation, and decision-making.
- ✓ Connect them with mentors, resources, and funding.
- ✓ Support business growth with quality and customer focus.



## Who Should Attend?

- ✓ Future Entrepreneurs - People who want to start a business.
- ✓ Startup Owners - Entrepreneurs looking to grow their business.
- ✓ Professionals, Self employed & Students - Anyone interested in business and innovation.



## Program Overview

### Basic course (3 Days)

#### 1. Building the Foundation

- ✓ Startup Basics - Learn about startups, find opportunities, and tackle challenges,
- ✓ Problem Solving- Risk evaluation mitigation.
- ✓ Market Research - Study the market and find new opportunities
- ✓ Personality development
- ✓ Innovation and creative thinking

#### 2. Business Models & Finance Basics

- ✓ Manage Finances - Learn cash flow, funding, and financial reports.
- ✓ Ensure Quality - Improve customer satisfaction through value add proposition.
- ✓ Managing Risks - Keep your business stable and sustainable.
- ✓ MSME Growth - Use government support to expand your Business.
- ✓ Handle Projects - Plan and execute efficiently with a focus on returns.
- ✓ Statutory compliance

#### 3. Networking & Leadership

- ✓ Marketing on a budget
- ✓ Build Connections - Network and form business partnerships.
- ✓ Network- harness, Paid ads, Digital Marketing, AI Tools
- ✓ Think Creatively - Use innovation to grow your business.
- ✓ Lead Effectively - Improve leadership and teamwork skills.
- ✓ Perfect Your Plan - Present your business idea and get expert feedback.

### Basic course + Advanced(5 Days)

#### 4. Startup Essentials

- ✓ Competitive Advantage & Strategic thinking
- ✓ SWOT & PESTEL Analysis
- ✓ Lean Startup & MVP Validation
- ✓ Sales Strategies & Negotiation
- ✓ Practical Activities

#### 5. Advanced Strategies & branding for Success

- ✓ Failure Stories & Lessons Learned
- ✓ Live Business Case Study
- ✓ Pricing Strategies & Legal Framework
- ✓ Investment & Funding
- ✓ Customer Acquisition & Retention

#### Trainer:

Experienced industry professionals having decades of experience in conducting such programs aimed at achieving excellence

#### Program Fee :

**Students**  
 ₹ BASIC (3 DAYS) : 3000/-+ Taxes  
 ADVANCED (5 DAYS) : 5000/-+ Taxes

**Entrepreneurs : 8000/-+ Taxes**

(Includes Meals & Refreshments)



businessassociate@sdivisakh.in  
info@sdivisakh.in



7995014167 , 9652371144



www.sdivisakh.in



7995014168



High Rise Building, Dwaraka Bus Station Complex, Dwaraka Nagar,  
Visakhapatnam - 530020



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IFSC code - SBIN0006846



8008822004skill@sbi



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