

# **Business Incubation Programme for Start Ups**

## **Programme Objective**

Develop clarity of the business idea, understand its demand as a sustained profit generating enterprise and Capacity building of key promoters /stakeholders on skillful management of Funds Invested and Borrowed, vis a vis the resources deployed, e.g. men, material, machines, and market worthiness of the products or services, which the enterprise is going to set up, with transparent and ethical accounting, GST and other Tax matters and supervision of the finances being deployed in business and making their cost effective uses.

## **Course Content**

1. Business Plan:- a) Selection of Ideas: Validation, Basic factors of its Commercial aspects, b) Why a Business Plan, and what are its main components, e.g. a good location, c) Understanding market size, Customers needs, Expected growth, Competition, d) Proposed Financial Size of Business and Operations & Risks mitigation, d) Arrangement of Finance /Deciding on Quantum of Funds, alternate means, e) Estimates of Term loan & Working Capital components & Non Fund sources.

2. Financial Analysis:- a) Preparation of balance sheet b) Preparation of profit & loss A/c c) Preparation of fund flow/ cash flow d) Basic accounting & profitability ratios e) Rules of compliances on GST & taxation matters e) Liquidity management, pricing policy in business f) Concept of premium & discount g) Credit monitoring system h) Management of sundry debtors & creditors i) Other key financial ratios, etc.

3. Interaction with Banker: - a) Project Report Preparation b) Assessment & appraisal of loan:- c) Govt. Schemes / Banker's Expectation / Documentations etc.

## **Programme outcome**

- To be confident of setting up the Enterprise, • Control on profitability parameters, • Control on production schedule & quality, • Reduction in wastages & undesirable expenses, • Create market confidence in the enterprise, • To generate the potential of entrepreneurs.

## **Target Audience**

- ❖ New Start up Entrepreneurs and Existing Business owners,
- ❖ Management & Technically Qualified Students,
- ❖ Women Aspiring to set up Own Businesses,
- ❖ Men & Women who want to work from Home
- ❖ Persons who have opted under VRS,
- ❖ Retired Persons from Armed Forces/ paramilitary services,
- ❖ Persons Desirous of Expansion and Entering in Export field,
- ❖ Established Businesses looking for Growth opportunities

**For Participation/Enquiry, Click On**

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