



# GETCRR LLP



# ENTERPRENEUR DEVELOPMENT TRAINING WORKSHOP



*Our Vision* is to provide our national youth a sense of purpose and direction, promote self-employment as a career option develop them as entrepreneurs so they can co create wealth for themselves and fellow employees working in their business.

*Our Mission* is to help the youths create their career and instill self-confidence through the entrepreneur studies which will help them define their goals, and guide them and provide with the tools to be successful job creator.



# INTRODUCTION

- EDP is a programme which helps in developing entrepreneurial abilities. It is an interdisciplinary course designed to train students to think and act like entrepreneurial. Students will also learn how to start up, manage and operate a business in a commercially viable way and in full compliance.
- The skills that are required to run a business successfully is developed among the students through this programme. Sometimes students may have skills but it requires polishing, incubation & motivation. This programme is instrumental for them. This program strategies into a structured training process to develop an individual as an entrepreneur. It helps the person to acquire skills and necessary capabilities to play the role of an entrepreneur effectively.
- EDP Trainings and Courses at GETCRR is an effort of converting a person to an entrepreneur by taking him through a thoroughly structured training in a minimum duration of minimum 30 hours of Classroom or online training and additional hours of Co op training .

# OBJECTIVES



## Short-term

- These objectives can be achieved in immediately. In the short-term, the individuals are trained to be an entrepreneur and made competent enough to scan about market situation and environment.

## Long-term

- The ultimate objective is that the trained individuals successfully establish their own business and they should be equipped with all the required skills to run their business smoothly.
- The long term objectives of EDP are also mainly to assist and encourage in the rapid growth of the economy by generating skilled entrepreneurs. This course primarily aims at co creating self-employment to the young generation. Stimulatory Role, It aims at influencing people in large number to be the entrepreneur & Entrepreneurship as a possible career option.



# COURSE OBJECTIVES

- ❖ To promote the concept & scope of entrepreneurship
- ❖ To develop personality & motivate to lead
- ❖ To convey ideas, opinions, views, news, data or information.
- ❖ To facilitate the managerial decision-making and policy-making.
- ❖ To elicit the co-operation in and out of the organization of all those concerned.
- ❖ To secure co-ordination of different departments or sections within the organization.
- ❖ To promote the managerial efficiency and productivity.
- ❖ To achieve the organizational aims, goals and objectives.
- ❖ To develop the morals and team-spirit among the staff/employees.
- ❖ To improve the intra and extra organizational relationship

# ASSESSMENT & ASSIGNMENT



- At the end of the theory there will be assessments which will be evaluated by an external Agency or in house at GETCRR.
- A co-op for self employment Is also provided to the interested candidates.
- The students are provided with a service module which they have to run for a minimum period of 20 hours a week for 1 to 3 months.



# WHAT IS A CO-OP STUDY?

- Business After the 5 day course completion, the students can follow up a Co-op study
- Co-op (Cooperative education) which is apart of the course, it balances the classroom with periods of practical, hands-on work experience prior to graduation. Through the co-op program, students are able to alternate course studies with full-time employment, gaining real world experience in their field of knowledge
- Periods of related TPD – Temporary Business Developers – with different terms of coursework related to different companies
- Work schedule opportunity for co-op varies depending on your field of expertise
- We also encourage generating new ideas where they would like to use our platform and our creative thinkers



# COURSES SUITABLE FOR WOMEN ENTREPRENEURS

- *Event Planning*
- *Food & Beverage*
- *Beauty & Wellness*
- *Image Consultant*
- *Blogging*
- *Social Media Influencer*
- *Pastry Business*
- *Wedding Planner*
- *Affiliate Marketing*

# COURSES RELATED TO GREEN ENERGY



We are preparing Waste Management and Renewable Energy resources:

## Waste Management

1. Scrap Business
2. Electronic Recycling Business
3. Plastic recycling business
4. Rubber recycling business
5. Medical waste disposal business
6. Oil spill cleanup business

## Renewable Energy

1. Solar Cooker for Village and urban area
2. Hotels and College Canteen electricity and Solar stove for cooking.
3. Solar E-Rickshaw
4. Solar Water heater
5. Solar E-charging station
6. Solar small product like Solar torch Solar power bank solar bag etc.
7. Solar street light and electricity transmission process.
8. Solar electricity distribution at a local area.

# WHY IS ENTREPRENEURSHIP IMPORTANT IN INDIA?



- The benefits of entrepreneurship are economic growth through self-employment. The bottom line of vibrant entrepreneurialism is that to create wealth: for the entrepreneur, for the people that are employed. It also promotes philanthropy, creates better services and products, entrepreneurs empower and employees to develop their skills and abilities. They bring new ideas, products and employ other people to create a healthy standard of living, these micro scale efforts collectively on a micro level can lead India & contribute towards a more vibrant economy.
- To add on to this, according to the Centre for Monitoring Indian Economy (CMIE), in June 2021, urban unemployment rate fell, but still remained high at 10.07% compared with 14.73% in May. Rural unemployment rate in June stood at 8.75% from 10.63% in May. April and May accounted for 22.7 million job losses. Plus self employment will create more jobs.

# MODULE FOR THE CO-OP EDP COURSE



## I. ENTREPRENEURSHIP CONCEPT & MICRO LAB

*Entrepreneurship is an economic activity done to create, develop and maintain the service or in manufacturing It begins a with profit-oriented identifying a business. Opportunity as a potential to sell and make profit Entrepreneurship in the market. Is the best utilization of available resources. Entrepreneurship is the ability of an enterprise and an entrepreneur to take risk.*

## 2. IMPORTANCE OF COMMUNICATION FOR ENTREPRENEURS

*Communication is particularly important to entrepreneurs because it makes all their other skills more effective. Communication skills are used to close sales, boost employee morale, resolve conflicts, and negotiate contracts.*



# MODULE FOR THE CO-OP EDP COURSE (continued)

## 3. LEADERSHIP ROLE OF AN ENTREPRENEUR

*Leadership is the process through which an entrepreneur is able to influence employees to achieve the objectives of the organization. To be an effective leader, an entrepreneur must:*

- Build trust and confidence among employees
- Communicate effectively with them

## 4. ENTREPRENEURSHIP CHARMS AND CHALLENGES

*In a highly competitive business environment, entrepreneurs face many challenges in the pursuit of starting a business. In a country like India, which is regarded as the hotspot of startups, the government is trying to provide a better platform for entrepreneurs by launching programs such as Start-up India and programs for encouraging local production such as the Make In India program.*

## 5. BUSINESS OPPORTUNITIES IDENTIFICATION

*An entrepreneur takes the initiative to start the business activities, by exploring and analyzing or Identification of business opportunities. He also bears the related risks. The real entrepreneur is not risk centered, rather he is opportunity centered. The entrepreneurs explore economic and business opportunities and remain ready to take advantage of those opportunities.*



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## 6. ENTREPRENEURSHIP SUPPORT ECO SYSTEM

*An entrepreneurial ecosystems or entrepreneurship ecosystems are peculiar systems of interdependent actors and relations directly or indirectly supporting the creation and growth of new ventures. Ecosystems including the social and the economic environment affect local or regional entrepreneurship.*

## 7. MANPOWER MANAGEMENT

*Human Resource or Personnel Management is the productive exploitation of manpower resources. This is also termed as 'Manpower Management'. Manpower Management is choosing the proper type of people as and when required. It also takes into account the upgrading of existing people*

## 8. TIME MANAGEMENT

*"Time management" is the process of organizing and planning how to divide your time between specific activities. Good time management enables you to work smarter – not harder – so that you get more done in less time, even when time is tight and pressures are high. Failing to manage your time damages your effectiveness and causes stress.*



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## 9. CHARACTERISTICS OF AN ENTREPRENEUR; A MATTER OF ATTITUDE AND SKILL

*Some of main characteristics of a successful entrepreneur are he or she is a visionary, has risk taking ability, problem solving skill, go-for-it attitude, good communicator, open to challenges, time management skills and identifies key opportunities. Entrepreneurship is all about doing something on your own.*

## 10. DIGITAL LITERACY

*Digital literacy is the ability to navigate our digital world using reading, writing, technical skills, and critical thinking. It's using technology -like a Smartphone, PC, e-reader, and more- to find, evaluate, and communicate information. With Microsoft Digital Literacy classes, you can gain skills needed to effectively explore the Internet.*

## 11. MARKET SURVEY

*Create various surveys for your market. Get the data you need to make decisions. Use research tools to reveal information about a market, product, or service*



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## 12. BUSINESS PLAN PREPARATION

*Preparation of a Business Plan a good business plan must identify strengths and weaknesses internal to the business and the challenges in terms of opportunities and threats to assess the viability of the business. It must lay down all the necessary steps that are involved in initiating and operating a commercially viable business.*

## 13. COSTING, PRICING AND PROFIT MAKING

*Costing, Pricing and Profit Management Business is about making healthy profits from the sale of products and services that enable entrepreneurs to meet their objectives. For that to happen two building blocks should be well-managed and these are: costing of the product and pricing of the product.*

## 14. PURCHASING INVENTORY/MATERIAL MANAGEMENT

*The main objectives of materials management are to reduce material cost, to purchase, receive, transport and store materials efficiently and to reduce the related cost, to cut down costs through simplification, standardization, value analysis, import substitution, to trace new sources of supply and to develop cordial relations with them in order to ensure continuous supply at reasonable rates, to reduce investment tied in the inventories for use in other productive purposes and to develop high.*



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#### 15. BREAK EVEN ANALYSIS

*Break-even analysis entails calculating and examining the margin of safety for an entity based on the revenues collected and associated costs. In other words, the analysis shows how many sales it takes to pay for the cost of doing business. Analyzing different price levels relating to various levels of demand, the break-even analysis determines what level of sales are necessary to cover the company's total fixed costs. A demand-side analysis would give a seller significant insight into selling capabilities.*

#### 16. ESTABLISHMENT OF AN ENTERPRISE: SYSTEMATIC APPROACH

*Enterprise Architecture (EA) is gaining its importance and has become significant agenda in any Information Technology reform in most organizations. Despite many claimed benefits, establishment of EA can be challenging due to by many different EA views, methodologies and frameworks that exist at present.*

#### 17. MARKETING STRATEGY AND SALES TECHNIQUES

*A marketing strategy is how you will reach your target audience, while a sales strategy is how you will convert them to customers. A marketing strategy sets the direction for how you will find and engage with prospective customers so you can promote your core message and build interest in the brand.*

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18. ACCOUNTS AND BOOK-KEEPING

*In bookkeeping, an account refers to assets, liabilities, income, expenses, and equity, as represented by individual ledger pages, to which changes in value are chronologically recorded with debit and credit entries. These entries, referred to as postings, become part of a book of final entry or ledger.*

19. CRISIS MANAGEMENT

*Crisis management is the application of strategies designed to help an organization deal with a sudden and significant negative event. A crisis can occur as a result of an unpredictable event or an unforeseeable consequence of some event that had been considered as a potential risk.*

20. CUSTOMER RELATIONSHIP MANAGEMENT

*Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships to grow your business. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.*

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21. ENTERPRISE GROWTH PRODUCT DIVERSIFICATION EXPANSION

*When a business enterprise increases the variety and catalogue of the products offered by it, the process involved is called diversification of business enterprise. Expansion of a business enterprise is the increase in the consumer base served by an enterprise over a period of time. The Expansion through Diversification is followed when an organization aims at changing the business definition, i.e. either developing a new product or expanding into a new market, either individually or jointly.*

22. RISK TAKING BEHAVIOUR OF AN ENTREPRENEUR

*Risk-taking behavior in Entrepreneur As the entrepreneur contracts for an assured supply of the various inputs for his project, he incurs the risk of paying them off whether or not the venture succeeds. Risk bearing and entrepreneurship are inseparable from each other. Risk, as an attribute, affects entrepreneurial behavior.*

23. SUSTAINABILITY OF AN UNIT; PRECAUTIONS NEEDED

*Without sustainability, valuable time and resources are wasted investing in organizational improvement. Due to the high level of variability in health care, quality improvement must be continuously integrated into an organization's culture in order to provide high-quality care and reliable safe practices.*



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#### 24. BANKING & FINANCING

*The banking industry handles finances in a country including cash and credit. Banks are the institutional bodies that accept deposits and grant credit to the entities and play a major role in maintaining the economic stature of a country. Given their importance in the economy, banks are kept under strict regulation in most of the countries.*

#### 25. MANAGEMENT OF TAX & WORKING CAPITAL

*Working Capital is the excess of current assets that has been supplied by the long-term creditors and the stockholders. the two concepts of working capital, gross working capital and net working capital are exclusive. Both are equally important for the efficient management of working capital.*



# ADDITIONAL SUPPORT

- ❖ A team of three to four expertise either in house or out sourced from interdisciplinary backgrounds will tackle all the business challenges one day full-time per week, ideally directly at office.
- ❖ Specialized verticals will be a part of the theory & practical delivered by industry experts.
- ❖ Provide concrete recommendations regarding strategic question.
- ❖ Those opting for to improve further their skills will be assisted weekly basis with additional coaching, students are equipped with necessary knowledge and tools to work on the project
- ❖ The student teams are guided by the course instructors and external coaches & provide the opportunities to earn internship fees depending on the input given.



# IS SELF EMPLOYMENT A CAREER OPTION FOR YOU?

*If you Are Not Sure, Ask Yourself These Questions:*

- what are you passionate about?
- If you had more time and money how would you spend your life?
- What are the 5 things in your life you are not willing to give up?
- How much money would you like to earn?



# THANK YOU

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