







# 12-Day

# Entrepreneurship Development Program (EDP)

March 30, 2024 - April 13, 2024

Organizers

Entrepreneurship Development Institute of India (EDII)

And

Government P.G. College, Bazpur

Patron: Dr. K. K. Pande (Principal)

Organizing Secretary: Dr. Atul Upreti

(Coordinator Devbhoomi Udyamita Kendra Bazpur)

Co-organizing Secretary: Dr. Atish Verma

Trainer: Sri Vijay Pandey

(Mentor EDII)

The Entrepreneurship Development Program (EDP) organized by the Entrepreneurship Development Institute of India (EDII) in collaboration with Government P. G. College, Bazpur, aims to enhance the entrepreneurial skills of participants, equipping them with the necessary knowledge and tools to start and manage their own businesses effectively. The program seeks to motivate individuals to consider entrepreneurship as a viable career option, fostering a spirit of innovation and self-employment among the youth. By training participants to identify and exploit market opportunities, the EDP enables them to create sustainable business models that contribute to economic growth. Additionally, it facilitates networking among participants, helping them build professional relationships that can support their entrepreneurial journeys while educating them about various government initiatives and schemes designed to assist entrepreneurs.

The significance of this course extends beyond individual empowerment; it plays a crucial role in job creation and economic development within local communities. By fostering entrepreneurship, the program contributes to increased employment and self-employment rates, promoting innovation and problem-solving skills essential for navigating the challenges of starting and running a business. As participants launch their enterprises, they not only enhance their own livelihoods but also contribute to community development by generating employment opportunities and stimulating local economies.

About G.P.G.C. Bazpur: Meanwhile, the Entrepreneurship Development Institute of India (EDII), established in 1983, is recognized as a premier institution for promoting entrepreneurship across India. With a commitment to enhancing the entrepreneurial ecosystem, EDII focuses on developing entrepreneurial capabilities through structured training programs like EDPs, providing support services such as mentorship, funding guidance, and access to networks for aspiring entrepreneurs.

About EDII Ahamdabad: Government P.G. College, Bazpur, is an educational institution dedicated to providing quality higher education across various fields. Established with the vision of empowering youth through education, the college offers undergraduate and postgraduate programs while emphasizing holistic development through academic excellence, research initiatives, and extracurricular activities. It aims to foster a learning environment that nurtures critical thinking and prepares students for competitive careers in diverse sectors.

About Devbhoomi Udyamita Yojana (DUY) is a significant initiative launched by the Government of Uttarakhand, aimed at promoting entrepreneurship and self-employment among the youth in the state. Implemented by the Entrepreneurship Development Institute of India (EDII), this program targets students, youth seeking livelihood opportunities, and marginalized communities, including differently-abled individuals. The primary objective of DUY is to provide comprehensive entrepreneurial skill development and training, enabling participants to become self-reliant and successful entrepreneurs. The scheme offers free-of-cost training in various aspects of entrepreneurship, including business planning, financial literacy, operations management, and marketing strategies. It also includes support mechanisms such as boot camp pitching events and seed funding opportunities for aspiring entrepreneurs.

#### Day 1: March 30, 2024 (Saturday) - Introduction to Entrepreneurship

The program commenced with an introduction to the concept of entrepreneurship. Participants engaged in discussions about the importance of entrepreneurship in economic development and the traits of successful entrepreneurs. Ice-breaking activities facilitated networking among participants.

#### Day 2: April 1, 2024 (Monday) - Business Idea Generation

Focus shifted to brainstorming and generating viable business ideas. Participants were guided through techniques for identifying market gaps and assessing their ideas' feasibility through group exercises and individual reflections.

#### Day 3: April 2, 2024 (Tuesday) - Market Research Techniques

Participants learned about conducting effective market research. Sessions included methods for gathering customer insights and validating business ideas, culminating in practical exercises where participants designed their own surveys.

#### Day 4: April 3, 2024 (Wednesday) - Business Planning Essentials

The day was dedicated to understanding the components of a robust business plan. Participants worked on creating outlines for their plans and received feedback from mentors on financial projections and operational strategies.

#### Day 5: April 4, 2024 (Thursday) - Developing a Business Model

Using the Business Model Canvas, attendees explored different aspects of their business models, including value propositions and customer segments. Group activities encouraged collaboration and sharing of ideas.

#### Day 6: April 5, 2024 (Friday) - Legal Framework for Startups

This session covered the legal aspects of starting a business, including registration processes, types of business entities, and compliance with local regulations. Experts provided insights into intellectual property rights relevant to entrepreneurs.

#### Day 7: April 8, 2024 (Monday) - Financial Management Fundamentals

Participants delved into financial management principles, focusing on budgeting, cash flow management, and funding options available for startups. Practical exercises helped solidify understanding of financial statements.

#### Day 8: April 9, 2024 (Tuesday) - Marketing Strategies for Entrepreneurs

The focus was on developing effective marketing strategies. Participants learned about digital marketing tools, branding techniques, and customer engagement strategies through interactive workshops.

#### Day 9: April 10, 2024 (Wednesday) - Industrial visit and Operations Management Insights

On day 9 participants of the Entrepreneurship Development Program (EDP) visited Varun Beverages in Bazpur, where they gained insights into the beverage manufacturing process. The plant management welcomed them and provided an overview of the company's history and its partnership with PepsiCo. During the tour, participants observed production stages, including raw material procurement, bottling, and packaging, while learning about advanced machinery and quality control measures. The plant manager also discussed sustainability practices, emphasizing waste management. This hands-on experience allowed participants to engage directly with industry professionals and deepen their understanding of operational challenges in the beverage sector. This day covered the essentials of operations management, including supply chain logistics and quality control measures. Case studies illustrated successful operational strategies from established businesses.

#### Day 10: April 11, 2024 (Thursday) - Networking Skills Development

Participants engaged in networking activities designed to enhance their professional connections. Discussions emphasized the importance of building relationships in the entrepreneurial ecosystem.

#### Day 11: April 12, 2024 (Friday) - Pitching Techniques Workshop

The penultimate day focused on crafting compelling business pitches. Participants practiced their pitches in front of peers and received constructive feedback from experienced entrepreneurs.

#### Day 12: April 13, 2024 (Saturday) - Program Wrap-Up and Future Planning

The final day involved reviewing key learnings from the program and creating actionable plans for launching their businesses. Networking opportunities were provided to connect with mentors and fellow participants for future collaboration.

The EDP organized by EDII and Government P.G. College successfully equipped participants with essential entrepreneurial skills while fostering a vibrant entrepreneurial spirit in Bazpur. The collaborative efforts of the organizing committee ensured a comprehensive learning experience that will have lasting impacts on participants' entrepreneurial journeys.

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### **Correspondence and Approval:**

2/24/24, 10:21 AM Gmail - Re	egarding EDP date from 12th March2024 (Bazpur, U.S. Nagar)
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Regarding EDP date from 12th Marc	
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To: gdcbazpur@rediffmail.com, atulupreti@gmail.co Cc: dpandey.hedu@uk.gov.in, Sumit Kumar <sumit@ <paak-b@ediindia.org></paak-b@ediindia.org></sumit@ 	m @ediindia.org>, Mukul Vedi <paak-d@ediindia.org>, Abhishake Nandan</paak-d@ediindia.org>
To,	
Government Degree College, Bazpur <u>U.S. Nagar</u>	
Respected Sir,	
Greetings from Devbhoomi Udyamita Yojan	a (DUY)!
delighted to inform you that we will be o	onfirmation with your Nodal faculty DUY regarding a <b>Twelve days</b> a, Department of Higher Education, Govt. of Uttarakhand, we are rganizing this event from <b>12th March 2024</b> at your esteemed
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We appreciate your prompt attention and I information or clarification, please feel free	
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"Kindly note the new telephone numbers of ED	II's Head Office, Ahmedabad: +91-79-69104900, 69104999 & 69105000"
Disclaimer: This e-mail and its attachment/s, if any, may co immediately and delete this e-mail. Any dissemination or responsibility lies with the recipient to check this email and an	ntain official information from EDII. If you are not the intended recipient, please notify the sender use of this information by a person other than the intended recipient is unauthorised. The ny attachment from the presence of viruses.
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#### Attendance:



## देवभूमि उद्यमिता योजना



### Entrepreneurship Development Institute of India Ahmedabad, Gujarat

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Dr. ATUL UPRETI Assistant Professor Department of Zoology, Govt. P.G. College, B. - pur (U.S.Nagar)

## Photographs:

















End of Report