



*Cordially invites you to the*

## **Entrepreneurship Development Program Developing The Right Entrepreneurship Mind-Set**

India has emerged as a primary marketplace for many companies around the world. It also offers a great opportunity for home-grown entrepreneurs to fulfill the needs and aspirations of Indian consumers. There is also a developing trend for all kinds of new business ideas.

There is however an increasing need for structured and meaningful entrepreneurial education. The differentiator is no longer just marketing strategies, it is more making the world a better place by selling relevant and emotionally appealing products. As entrepreneurs flood the market, they also face challenges that their past experience or education cannot address.

Entrepreneurship Development Program is designed to address the conceptual as well as skill gaps of entrepreneurs. It provides a learning series for entrepreneurs and also incorporates employee training and mentoring as a part of its ecosystem. After all, the small and medium enterprises (SMEs) employ about 40 per cent of the workforce, which means no organisation can succeed effectively in the long run without a skilled workforce – functionally as well as in terms of dealing with people.

### **Objective**

The objective of the session is to provide entrepreneurs, established as well as start-ups, with an overview of the entrepreneurial skillsets required to create meaningful and sustained success by focusing ruthlessly on the fundamentals.

### **Content Overview**

What is Entrepreneurship? | Evolution of Entrepreneurship Advantages of being Entrepreneur? | How it will help entrepreneurs? | Difference between employee and entrepreneur mind-sets | Developing the right entrepreneurial mind-set | Why when you look after your people, they look after your business | An activity to identify entrepreneurs' strengths and areas for improvement | What is Entrepreneurship Development Program? | Why Entrepreneurship Development program? | The Entrepreneurship Development Program Course Architecture

### **Facilitators**

The preview will be facilitated by two passionate entrepreneurs Bharat Jethani and HariHaran Iyer, who between them combine an entrepreneurial experience of over 30 years.





Date: 30 May 2018 | Time: 2.30 p.m. to 6.00 p.m.

Venue: Centrum, 1st floor, Centre 1 Building, World Trade Centre Complex, Cuffe Parade, Mumbai 400005

**For free registration, please contact:**

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