

ENTREPRENEURSHIP WORKSHOP “OWNING YOUR FUTURE”

Date: 6th, 7th and 8th April 2017

Venue: Tagore International School, Vasant Vihar Delhi

Attended by: Shradha Bhatnagar

A workshop on skilling the future budding entrepreneurs was organised by tGELF in association with NFTE. It was a 2.5 days long training programme for teachers so as to upgrade their skills for preparation of innovative business plans and act as a facilitator for young budding entrepreneurs. 40 teachers representing different parts of India attended the workshop. It was conducted by Mr. Kenny, a US citizen and a part of NEFT University.

The workshop was divided into four parts spread over 2.5 days, aiming at preparing a perfect business plan. The parts were as under:

Part 1: Opportunity Recognition and Business Structure

Part 2: Market Research

Part 3: Financial Research & Operations

Part 4: Sales and Marketing

Day 1 began with an ice breaking activity and a presentation by Mr. Kenny with a sneak peak into the problems faced by young aspiring Indian entrepreneurs. The day came to an end with an activity on innovation of a product. The participants were asked to identify a problem and develop an innovative product to solve the same

Day 2 began with a presentation about the product innovated on Day 1. It was followed by a number of inspiring videos about the innovations around the world. A number of activities like Trading game, Opportunity Recognition Board game, Chocolate Bar game etc. were done so as to make the participants develop a fool proof business plan.

After lunch session began with a 30 second pitch- a 30 second introduction about the product developed by the participants. A number of videos were shared with respect to the same.

Day 3 started with a market research activity. Different ways of collecting information about the target market were emphasised during this activity. After this, the meaning of SWOT analysis and the reason of preparing it was discussed with the help of an activity called as Restaurant Matrix.

The financials to be taken care of while preparing a plan for a start-up were then elaborated and emphasised by activities called Expense Soccer and Turkey Sandwich

After that, in order to understand the importance of advertisements and the various ways of marketing and promotion an activity called Magazine Game was used where the participants analysed the various commercials appearing in a famous magazine.

At the end, all the participants were supposed to develop a full-fledged business plan in a group for the product chosen including all the four parts. All the groups were then asked to prepare a six slide power point presentation and present it along with a 30 second pitch.

It was indeed a learning experience which helped enhance the entrepreneurial skills required in developing a well spun business plan.