



National Productivity Council

Under DPIIT, Ministry of Commerce & Industry, GoI



Department for Promotion of
Industry & Internal Trade
Ministry of Commerce &
Industry Government of India



Self Paced e-Learning Course Title: **“BUSINESS MODEL AND PROJECT FEASIBILITY”**

e-Learning Course **Type: Free or Paid: Paid**

If Paid, Registration Fee (including GST):- Rs **1475/-**

Course conducted by Group/ Regional Directorate Name:- **__Economic Services**

Name & Designation of Course Coordinator: **Rajesh Sund, Director (Economic Services)**
Course Coordinator Contact Details-----8799784715

eLearning Program Start Date:_____ |

eLearning Duration: From _____ To_____

About eLearning Program (Brief One para): -

The E-Learning Program, “Business Model and Project Feasibility”, has been formalized in a manner, by which aspiring learners, can get an understanding of what is a Business model, what are its components and types and how an analyst can validate the viability of a Business model. The Program also covers a brief overview of Project feasibility studies, why it is important, the areas where detailed feasibility analysis to be made for any proposed project, how project financial modeling is done and what are the various project financing modes. For new or expansion projects, understanding and validation of the business model is essential and once decided on the business model, to carry out a feasibility study for a Go-No-Go decision for the proposed project is equally important. This program will provide a procedural outline for both.

Module 1 of the Program: Business Model

- Business Model, its history, importance, and benefits
- Business Model Innovation, its types, and Processes
- Components of Business Model
- Value Propositions, Customer segments, channels, and relationships
- Revenue streams, cost structure, Key resources, activities, and partnerships
- Types of business models
- Direct sales, MLM, associations, cooperatives, Franchisee
- E-commerce, Saas, subscription, freemium, monopolistic models
- Validation of Business Models
- Revenue analysis and trajectories, accounting, and risk issues
- Business Model analysis

Module 2 of the Program: Project Feasibility

- Project-meaning, strategic considerations, Life cycle, boundaries, stakeholders
- Project feasibility-meaning, importance, benefits
- Areas of feasibility studies
- Technical, Market, Resource, schedule and Operational feasibility
- Economic, Legal, social and environment feasibility
- Commercial and financial feasibility
- Project appraisal -discounting and non-discounting criteria
- Project Financing-sources and structure
- Project financial modeling and scenario analysis
- Project Risks

Register to learn (Key Learning's in bullet points)

- Business Model -meaning and innovation.
- Components of a Business model
- Types of Business Models
- Validation of Business Models
- Project, its life cycle, stakeholders and boundaries
- Project feasibility- its importance, benefits and constraints
- Areas of detailed feasibilities
- Financial appraisal criteria
- Financial Modeling
- Project Financing and Risks

Register in advance for this eLearning program:

Registration Start Date:

Registration End Date:

Thanks & Regards

NPC Team

Important Instructions:- As per direction, all Group Heads/ Regional Directors are requested to strictly adhere for providing their respective eLearning Program details for uploading on NPC website & social media platforms at least 10-12 in advance.

- Kindly forward the Webinar Content (PPT /PDF) for publishing/uploading on NPC website in advance. Kindly indicate/ specify the content source i.e. APO or NPC or Others.