

WEBINAR ON

“Leveraging an Idea into a Successful Business Start-Up”

About Webinar

For entrepreneurs, it is often easier to come up with a variety of ideas for new businesses but more difficult is to implement those concepts and convert them into successful **Start-Ups**. A concept is a bridge between an idea and a business plan. Converting an idea into a business requires systematic approach for successful start-ups. Many aspiring entrepreneurs fail to start a business due to lack of funds and business knowledge. The truth is, in most cases, none of these is actually required. Entrepreneurs get recognised for solving the existing problems in an innovative or customised way. Starting a business is about creating value by addressing needs, solving problems, and thus capturing an opportunity to serve others & getting compensated for your efforts as an entrepreneur.

Objectives

- Know the base & requirement of Start-Up.
- Problem Identification & its solution.
- Assessment of PLC.
- Discuss a few success stories.

Target Audience

The webinar is designed specifically for Serial Entrepreneurs, Innovators, Technocrats, Youth, Working Women, Retired professionals.

Speaker Profile:

Dr. Ramesh Mittal, Director, Chaudhary Charan Singh National Institute Of Agriculture Management, Jaipur. He has Joined NIAM as Deputy Director in 2005 with a Job Profile of Research, Consultancy, Educational and Training; he was also associated with many projects i.e. with USAID, USDA, Michigan State University, World Bank, ADB, Multi State Agricultural Competitiveness Project etc. As per invitation he has also presented country paper on Supply Chain Management at Thailand, country paper on Competitive Supply Chain Management at Vietnam, country paper on Brand Management of Agricultural Produce through GI at Tokyo, Japan and also visited University California, USA to understand USAID-SAMS Project. Recently he has been invited as an expert/resource person to address Value Chain-Marketing at South Korea, Seoul. His area of Specialisation is Marketing, HR, Finance, Entrepreneurship and Strategic Management and Agricultural Marketing. He has also written more than hundred research papers/articles and write-ups in various newspapers and Journals. He has contributed in five research projects and organised more than two hundred training programmes, his Contribution as an author of four books namely International Marketing (Three Editions), Consumer Behaviour, Service Marketing, E.tailing and Retailing. He was also founder editor of Journal of Entrepreneurship. He has more than six live T.V. talk shows on various subjects on Door Darshan and other channels