

KERALA INSTITUTE FOR ENTREPRENEURSHIP DEVELOPMENT (KIED)
(An autonomous body under Govt. of Kerala)

Presents

BUSINESS ACCELERATION PROGRAM (BAP)



ABOUT KIED

Kerala Institute for Entrepreneurship Development (KIED) is an autonomous State level institute promoted by the Department of Industries and Commerce, Government of Kerala. The KIED is declared as Centre of Excellence with ED by state level. The KIED COE works with the VISION "To be global Centre of knowledge for the smart and sustainable entrepreneurship development of the state". The organization strives to achieve the above vision through its MISSION "To provide inspiration for entrepreneur development, information of enterprise development and influence policy for industrial development in Kerala.

Promoted by the Government of India and Government of Kerala and registered under the Travancore-Cochin Literacy, Scientific and Charitable Societies Registration Act, KIED aims to provide Human Resources Development in the area of entrepreneurship development.

Ever since its establishment, KIED has been successful in networking with International and national bodies running with the same purpose. KIED has associated with the United Nations Conference on Trade and Development (UNCTAD) and International Labour Organisation (ILO). KIED has conducted EMPERTEC Inter-phase workshop of UNCTAD and ToT course (Training for Trainers) and SIYB (Start and Improve your Business) of ILO.



MISSION

Developing the spirit of entrepreneurship among the people through Entrepreneurial Awareness Campaign, Seminars, Workshops, and Research and Development etc. leading to more and more self-employment thereby developing the people of Kerala as an enterprising society

VISION

To change the Industrial scenario of the state through the development of the Enterprises in creating increased wealth.

COURSE OVERVIEW

Business Acceleration Program is being launched to impart the necessary leadership skills and management training for micro and small and medium entrepreneurs (MSMEs) with a minimum turnover of Rs. 12 lakhs and are striving to grow.

WHO CAN ATTEND ?

1. MSME Entrepreneurs in Kerala
2. Turnover above 50 lakhs in the last financial year
3. Priority will be given to
 - o MSMEs in the priority sector published by Government of Kerala.
 - o MSMEs from health care, light engineering, sustainability sector.
 - o Women entrepreneur, young entrepreneur, Scheduled Caste, Scheduled Tribes and OBC entrepreneurs
 - o MSMEs nominated by developmental institutions, Government Departments, Trade Associations etc.
4. Applicants should have fair knowledge of English Language.

PROGRAM FEES

The program is offered with financial support by KIED, Government of Kerala and will be free for participants.

Selection of entrepreneurs by KIED is subjected to meeting the eligibility criteria and availability of seats. (Maximum 60 seats)

The final discretion regarding selection of participants is vested with KIED.

COURSE SYLLABUS

01

Business Acceleration & Scale up Strategy

- Sustaining the business growth.
- Export Business in international field

04

Sales and Channel Management

- Sales process managing
- Distribution channel
- B2B, B2C, sales etc.

02

Entrepreneurial Finance

- Financial Plan & Cash flow Analysis
- Evaluating firms financial strength
- Steps to improve it
- How to identify investors

05

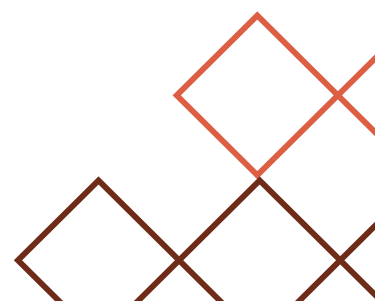
Marketing Management

- Market Assessment and trends crafting value proposition identifying and classifying the segments and positioning.
- Branding and Market communication.

03

Leadership & Team Management

- Understanding Effective Leadership.
- Improving leadership skill set Effective Team management.
- Manpower planning during scale up phase.



HOW TO APPLY

Head to our website , www.kied.info or scan the QR code below.



GET IN TOUCH

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