

# FIVE DAYS WORKSHOP ON “BUSINESS PLAN PREPARATION” (24<sup>TH</sup> - 28<sup>TH</sup> MARCH, 2022) IN ONLINE MODE

Organised by:



**ABV-Indian Institute of Information  
Technology and Management**  
Morena Link Road, Gwalior, Madhya Pradesh-  
474015  
[www.iiitm.ac.in](http://www.iiitm.ac.in)

**Sponsored by**  
TIDE 2.0, Technology Innovation and Incubation  
Center (TIIC),  
ABV-Indian Institute of Information Technology  
and Management  
Morena Link Road, Gwalior, Madhya Pradesh-  
474015

## About the Institute

Atal Bihari Vajpayee - Indian Institute of Information Technology & Management Gwalior (ABV-IIITM Gwalior) is India's premier Institute incepted by Ministry of Education (MOE), Government of India in the year 1997 as a center of excellence in the field of Information Technology and Management. It is foremost Institute providing superior quality higher education in the designated areas and is located at Gwalior, Madhya Pradesh, India. The Institute activities are aimed at developing a culture of inquiry and research through highly competitive academic environment, and close interaction between Institute and corporate world. Institute has many laurels to its credit at national and international arena.



## Workshop Objectives

A business plan is a flexible tool not just for start-ups or firm founders. Big corporations have more or less extensive staff divisions tasked with pondering strategic concerns and their implications to devise a plan for the upcoming years. Business and strategic situations are constantly considered in a successful organization, and decisions are made early enough to act successfully within the market. The business plan may help start-ups, mid-size and small businesses think about their business and position it effectively in the market. Small and medium-sized enterprises are increasingly pushed to compete worldwide. The workshop aims to equip participants with apposite skills to prepare a business plan and its effective utilization. The workshop is meant to acquaint participants with business plan roles, reasons, and adequate decision-making information.

## Workshop Content

- General Understanding of Business Plan and Entrepreneurship Connect
- Business Idea and Strategic Goals
- Management Team and Organization
- Products and Services
- Market and Marketing Planning
- Production, Operation and Technical Analysis Planning
- Financial Planning and Risk Management



## Methodology

Participants will receive the concepts and applications of business plan through online sessions, interactive discussions, problem solving, excel based demonstrations and relevant cases.



## Target Participants

The participants could be the start up-entrepreneurs, small and medium business owners, corporate managers, financial consultants, academicians, business researchers and budding entrepreneurs. The programme will benefit participants for effective decision making and business plan insights.

## Registration Details for Participants

There is **No Registration Fee** for participation. The E-Certificate of Participation will be issued to all registered participants by **TIIC ABV-IIITM Gwalior**. For registration process, kindly visit the following link or scan QR code:

<https://forms.gle/xG2HNTiMXxEFQUMn7>



**The deadline for registration is 23<sup>rd</sup> March 2022 (12: 01 PM)**

## Organisers

Prof. Rajendra Sahu, President, Technology Innovation and Incubation Center (TIIC),  
 Dr. Manoj Dash, Coordinator, Technology Innovation and Incubation Center (TIIC),  
 ABV-Indian Institute of Information Technology and Management, Gwalior, MP- 474015

Dr. Vishal Vyas, Assistant Professor, Workshop Coordinator  
 ABV-Indian Institute of Information Technology and Management, Gwalior, MP- 474015  
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### Programme Schedule

	09:30 AM to 10:00 AM	<b>Workshop Inauguration</b>	
		<b>Session Topic</b>	<b>Session Expert</b>
<b>Day 1: 24 March 2022</b>	10:00 AM to 11:15 AM	Inaugural Speech	Prof. Rajendra Sahu (Director, ABV-IIITM, Gwalior)
	12:00 PM to 01:15 PM	The Role of Design Thinking for Business Opportunity Identification and Developing Business Model	Prof. Arun Bhattacharyya (Professor, Indian Institute of Plantation Management, Bengaluru)
	02:00 PM to 03:15 PM		
<b>Day 2: 25 March 2022</b>	10:00 AM to 11:15 AM	Business Plan Formulation, Framework and Appraisal	Prof. Mayank Upadhyay (Distinguished Visiting Faculty, EDI- Ahmedabad)
	12:00 PM to 01:15 PM		
	02:00 PM to 03:15 PM		
<b>Day 3: 26 March 2022</b>	10:00 AM to 11:15 AM	The Role of Digital Marketing in Business Plans	Mr. Kabir Khanna (IT professional, Digital Marketer and Serial Entrepreneur)
	12:00 PM to 01:15 PM		
	02:00 PM to 03:15 PM	High Performance Management Practices for Success of Businesses	Prof. Ashutosh Muduli (Professor, Pandit Deendayal Energy University, Gandhinagar)
<b>Day 4: 27 March 2022</b>	10:00 AM to 11:15 AM	Financial Planning and Risk Management	Dr. Vishal Vyas (Assistant Professor, ABV-IIITM, Gwalior)
	12:00 PM to 01:15 PM		
	02:00 PM to 03:15 PM	Legal Dimensions for Business Plan Preparation	Dr. Gaurav Agrawal (Associate Professor, ABV-IIITM, Gwalior)
<b>Day 5: 28 March 2022</b>	10:00 AM to 11:15 AM	How to Do Elevator Pitch	Dr. Ankur Roy (Assistant Professor, MDI, Gurgaon)
	12:00 PM to 01:15 PM	Comprehensive Understanding of Sustainable Business Framework	
	02:00 PM to 03:15 PM	Business Plan Documentation and Conclusion	Dr. Manoj Dash (Coordinator, TIIC, ABV-IIITM, Gwalior)