

# The ICFAI University, Raipur

Online Entrepreneurship Development Program (EDP)

## **ENTREPRENEURSHIP:** Exploring Opportunities and Overcoming Challenges



July 07 - 11, 2025  
2.00 - 4.00 pm

Scan to Register



Organized by  
**Faculty of Commerce**

Initiated by  
**IQAC Cell**

## About University

Established in 2011, The ICAI University, Raipur is a private institution recognized by the University Grants Commission (UGC) and a member of the Association of Indian Universities (AIU). Located in Kumhari, District Durg, the University offers a range of undergraduate, postgraduate, and doctoral programs across disciplines such as Management, Information Technology, Science & Technology, Commerce, Law, Arts & Humanities, and Education. The campus spans 30 acres and is equipped with modern facilities including academic blocks, libraries, laboratories, and computer centers. The university emphasizes career-oriented education, providing students with industry exposure through internships and placement opportunities.

## About the Faculty of Commerce

The Faculty of Commerce (FOC) offers undergraduate programs in Commerce, including B.Com, B.Com (CA) and PhD. The B.Com program provides specialisations in Management, Finance and Marketing. FOC is backed by a team of highly qualified faculty members and is committed to holistic student development through industry exposure, placements, internships, and a variety of academic and co-curricular activities that enhance learning and career readiness.



## About the Workshop

The Entrepreneurship Development Programme (EDP) is a systematic endeavour designed to cultivate entrepreneurial mindsets and provide potential entrepreneurs with vital knowledge and skills. The Five Days EDP encompasses multiple modules, including the initiation of a new business endeavour, legal frameworks and business registration, entrepreneurial skill enhancement and enterprise development, business operations and strategic marketing, as well as government support, taxation, and business expansion. The emphasis is on recognising business possibilities, evaluating feasibility, creating business models, comprehending risk and innovation, assembling efficient business teams, and devising market-oriented strategies.

## Who Should Attend?

This program caters to various groups, including entrepreneurs, early-stage founders, faculty members, business consultants, students, graduates, professionals transitioning into self-employment, incubator and accelerator staff, and small business owners planning to formalize, expand, or scale their operations. It offers structured guidance for growth and compliance, practical knowledge, and actionable skills to navigate the entrepreneurial journey with confidence.



## Schedule

	Focus Area	Session Details	Participant Output
<b>Day 1</b>	<b>Commencing A New Business Venture</b>	<ul style="list-style-type: none"> <li>• Introduction to Entrepreneurship:</li> <li>• Opportunity Identification and Idea Generation</li> <li>• Feasibility Study and Business Planning</li> <li>• Business Model Development</li> <li>• Understanding Start-up Ecosystem</li> <li>• Risk Analysis and Management</li> <li>• Success Stories and Case Discussions</li> <li>• Hands-on Activity: Business Idea Pitching</li> </ul>	Participants will be able to identify viable business opportunities and develop a structured plan to launch a new venture confidently
<b>Day 2</b>	<b>Legal Framework and Business Registration</b>	<ul style="list-style-type: none"> <li>• Introduction to Business Laws in India</li> <li>• Types of Business Entities and Legal Structures</li> <li>• Business Registration Process</li> <li>• Licenses and Statutory Compliances</li> <li>• Legal Challenges and Risk Mitigation</li> <li>• Case Studies and Practical Exercises</li> </ul>	Participants will learn legal procedures and be able to choose a business structure, register it, and comply with laws.
<b>Day 3</b>	<b>Entrepreneurial Skill Development and Enterprise Building</b>	<ul style="list-style-type: none"> <li>• Understanding the Entrepreneurial Mindset</li> <li>• Leadership and Team Building</li> <li>• Decision-Making and Problem-Solving Skills</li> <li>• Communication and Negotiation Skills</li> <li>• Time and Resource Management</li> <li>• Financial Literacy for Entrepreneurs</li> <li>• Enterprise Building and Organizational Development</li> </ul>	Participants will learn how to start and run a successful business.
<b>Day 4</b>	<b>Business Operations and Strategic Marketing</b>	<ul style="list-style-type: none"> <li>• Operations Planning and Workflow Management</li> <li>• Technology Integration in Business Operations</li> <li>• Understanding the Basics of Marketing</li> <li>• Developing a Strategic Marketing Plan</li> <li>• Digital Marketing for Entrepreneurs</li> <li>• Sales Strategy and Customer Relationship Management (CRM)</li> </ul>	Participants will learn to establish efficient business operations and marketing strategies that meet client needs and enterprise goals.
<b>Day 5</b>	<b>Government Support, Taxation, and Business Expansion</b>	<ul style="list-style-type: none"> <li>• Overview of Government Support for Entrepreneurs</li> <li>• Government Schemes and Incentives</li> <li>• Introduction to Business Taxation in India</li> <li>• Understanding Goods and Services Tax (GST)</li> <li>• Accounting and Bookkeeping for Tax Compliance</li> <li>• Funding Options and Investor Readiness</li> <li>• Strategies for Business Expansion and Scaling Up</li> <li>• Interactive Session and Case Studies</li> </ul>	Participants will learn government support, taxation, and business finance and scaling strategies.

## Registration Details

- The registration fee for the Entrepreneurship development program is ₹600 only.
- To be paid through online mode by the provided link only.
- The program shall be conducted through online mode via Zoom.

Scan to Register



<https://forms.gle/MyNU6RGFE65FcMtYA>

Payment Link



<https://iuraipur.edu.in/Conference/EDP2025/>

### Important Instructions

Last date for registration and payment: July 05, 2025.

#### Chief Guest for Inaugural Session



**Dr. Anil Dhagat**  
Vice-Chancellor of Shri Krishna  
University, Chattarpur, M.P.

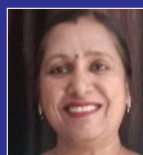
07 July,  
2025

#### Resource Persons



**Dr. Anil Dhagat**  
Vice-Chancellor of Shri Krishna  
University, Chattarpur, M.P.

07 & 08  
July, 2025



**Dr. Shobha Agrawal**  
Asst. Professor, Commerce and HoD  
Management Dept.  
Agrasen Mahavidyalaya, Raipur.

09 & 10  
July, 2025



**Mr. Gaurav Girija Shukla**  
Entrepreneur | PR Consultant |  
Founder of Sangyaa PR | Former  
News Anchor | Founder of Abhikalp  
Foundation | Aesthete

11 July,  
2025

#### Organising Team

##### Chief Patron

**Prof. S. P. Dubey**  
Vice-Chancellor

##### Patrons

**Prof. Manish Upadhyay**  
Registrar

**Prof. K. Kishore Kumar**  
Dean Academics

##### Convener

**Dr. Shweta Dewangan**  
Asst. Professor,  
Faculty of Commerce

##### Co-Convener

**Dr. W. Ramana Rao**  
HoD, Faculty of Commerce

##### Coordinators

**Dr. Abha Shukla**  
**Dr. Ruchi Gupta**

##### Advisor

**Prof. Debendra Shadangi**

##### Technical Committee

**Mr. Durgesh Maurya**  
**Ms. Tanishka Shukla**

For more details, please contact:

**Dr. Shweta Dewangan** (8319374115); **Dr. Ruchi Gupta** (9575471139)

WhatsApp link

**The ICAI University, Raipur**

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