



**ATAL BIHARI CENTRE FOR ENTREPRENEURSHIP & SMALL BUSINESS & SKILL DEVELOPMENT  
FACULTY OF MANAGEMENT STUDIES, MOHANLAL SUKHADIA UNIVERSITY, UDAIPUR  
Organizes**



**WOMEN ENTREPRENEURSHIP DEVELOPMENT PROGRAM (WEDP)  
(SPONSORED BY RUSA)  
13th - 18th December, 2021  
Time : 10:00 AM to 1:30 PM**

**About FMS**

One of the Prestigious Institutes for Management, Faculty of Management Studies, Udaipur has remarkable name and commendable place in panorama of Management world. It is a School of Management of Mohanlal Sukhadia University, Udaipur. FMS takes admission through CMAT. It offers Programmes like MBA, MBA-FSM, MBA (E-Commerce), BBA (ED) and Diploma and certificate courses in Digital Marketing. It's tourism wing also offers MTTM, BHM like tourism courses. It also offers Doctoral Programmes (Ph.D) in Management and Tourism related Aspects.

**ABOUT ABCESBD**

Atal Bihari Centre for Entrepreneurship and Small Business Development (ABCESBD) was established by Mohanlal Sukhadia University to promote entrepreneurship among the youth and prepare them as Gen Next Entrepreneurs: The Centre is established in Faculty of Management Studies, Mohanlal Sukhadia University, Udaipur. The center also runs BBA(Entrepreneurship) Programme. Apart from this educating sessions such as business plan, competitions, guest lectures, workshops, capacity development programmes are organized here with the aim to develop entrepreneurship among students and masses.

**ABOUT WEDP**

This is a programme designed for budding women entrepreneurs so that they can brush up their entrepreneurial skills and it will also help them to know about the best practices followed by established entrepreneurs in various domains. This will help them to channelize their knowledge and apply it in solving practical problem. This one week program will be a game changer as it will be a knowledge driven and practically oriented session which will provide them with various happenings taking place in an entrepreneurship domain.

**SESSIONS**

INAUGURAL CEREMONY  
DEVELOPING SKILL SET FOR BEING SUCCESSFUL  
ENTREPRENEUR CHALLENGES AND CHARMS TO BE WOMEN  
ENTREPRENEUR  
COPING STRATEGIES FOR STRUGGLING TIMES: MANAGING  
STRESS

OPPORTUNITY IDENTIFICATION AND FEASIBILITY  
ASSESSMENT PREPARING BUSINESS PLAN  
FINANCES FILING PATENT AND IPR PROCESSES

PROGRAMS, GRANTS AND ASSISTANCE TO POTENTIAL  
ENTREPRENEURS  
SCHEMES OF ASSISTANCE TO WOMEN ENTREPRENEURS  
MARKETING ASSISTANCE TO WOMEN ENTREPRENEURS:  
FAIRS AND FESTIVALS

MARKETING TACTS  
DIGITAL STARTUP OPPORTUNITIES  
MARKETING PRODUCTS THROUGH SOCIAL MEDIA

MANAGING PERSONAL FINANCES  
CREDIT AVAILABILITY AND PROCEDURE; MICRO FINANCES  
TACTICS TO MANAGE ORGANIZATIONAL FUNDS

TRACING THE CONTOURS OF DIGITALIZATION  
DURING PANDEMIC: WAY FORWARD TOWARD A  
SUSTAINABLE FUTURE FOR WOMEN ENTREPRENEURS

**REGISTRATION PROCESS AND MODE OF PAYMENT**

Hybrid Mode Session: Online Charges : 100 Rs. Offline charges: 300 Rs.  
Online transfer should be payable to account number of ICICI Bank University Campus, Udaipur vide  
A/C No.: 694201701051, IFSC: ICIC0006942

**Accommodation Availability**

Stay Arrangement Can be Made at Concession Rate Single Room Charges: 750Rs. Per Day Per Room and Sharing Accommodation Charges Will be 375Rs. Subject to Availability of Room.

**PATRON**



PROF. AMARIKA SINGH  
HON'BLE VICE-CHANCELLOR  
MLSU, UDAIPUR

**PROGRAMME CHAIR**



PROF. HANUMAN PRASAD  
DIRECTOR & CHAIRMAN,  
FMS, MLSU

REGISTRATION LINK : <https://forms.gle/vfsNdxSJVoavXCh5A>

Google Meet Link : <https://meet.google.com/zcf-urhh-okf>

VENUE : FACULTY OF MANAGEMENT STUDIES, MLSU, UDAIPUR

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