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### Payment mode

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Registration fee can be paid by way of Demand Draft (DD) drawn in favor of "M.S.Ramaiah Institute of Management", payable at Bengaluru. Payments can also be made by electronic fund transfer as per details given below:

S.B.A/C HOLDER : M.S.RAMAIAH INSTITUTE  
OF MANAGEMENT  
SB A/C NO : 141201011015099  
IFSC CODE : VIJB0001412  
BANK NAME : VIJAYA BANK  
BRANCH : MSRIT, BENGALURU

After remitting the amount kindly send the following details of transaction to [accounts@msrim.org](mailto:accounts@msrim.org) with the Remitter's Name, Transaction Date, Transaction Amount, UTR No.

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### Coordinators

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### About Ramaiah Institute of Management:

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Ramaiah Institute of Management (RIM) established in 1995, has created a niche for itself among the premier management institutes of India. It is a part of the Gokula Education Foundation (GEF) established in 1962, which has other institutions in its fold in the disciplines of Engineering, Medicine, Social Sciences, Hotel Management, Health Care and Advanced Studies. RIM is duly approved and recognized by AICTE, New Delhi. The curriculum is regularly updated to meet the industry standards and requirement by a team consisting of industry professionals and academia. RIM has achieved the following: "A+" Category Management Institution by Business India, in their latest survey of top B-Schools in India. Moreover, it has been consistently ranked among the top 70 B-Schools in India in surveys by leading publications like OUTLOOK, WEEK, Business India, MBA Universe, DALAL Street Investment Journal, Careers 360, etc.



**RAMAIAH**  
INSTITUTE OF  
MANAGEMENT

## Management Development Programme

on

Funding of business proposals:  
Opportunities and  
Schemes for start-ups

Date : 26<sup>th</sup> April 2017  
Venue : MDP Hall



Ramaiah Institute of Management  
Gnanagangothri Campus,  
Behind Ramaiah University of Applied Sciences,  
M S R Nagar, MSRIT Post, Bengaluru 560 054.  
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## About the program

Startup India is a flagship initiative of the Government of India, intended to build a strong ecosystem for nurturing innovation and startups in the country. In order to meet the objectives of this initiative, Government of India announced an Action Plan that addresses all aspects of the startup ecosystem. One key aspect of the Action Plan is about funding support and incentives. This program discusses about funding and incubation opportunities for emerging start up ideas.

## Who should attend?

- Entrepreneurs/promoters of startup firms
- Freelancers
- Industry professionals/small and medium scale industrialists
- Faculty and Academicians
- Research Scholars and students

## Learning outcomes

- How to prepare business proposal
- Start-up funding case studies
- Start up friendly Govt grants and funds
- Special funds for women entrepreneurs
- Special accelerators /incubators, calendar of their events
- Benefits of incubation
- Skeletal business plan



## Deliberations on

### SESSION 1: Introducing Business Proposals

#### Mr. Raman Gujral

Southern Regional Head  
Entrepreneurship Development Institute  
of India, Bangalore

### SESSION 2:

Analyzing the feasibility and viability  
of business proposals under the  
current conditions

#### CA Sankara Srinivasan

Serial entrepreneur, mentor at Centre  
for Innovation, Incubation and  
Entrepreneurship, IIM-A

### SESSION 3:

Funding and incubation opportunities for  
startups: Role of Govt. of Karnataka

#### Ms. Nageshwari

Founder- Ideatiger.com and mentor at  
start-up coalition CII

### SESSION 4: Understanding investors' mind: an assessment of risk perception in start-up Investing

#### Mr. Bharath Mohan

CEO, Sensara  
Technologies

### SESSION 5:

Financial requirements: sources  
and documentation for obtaining  
finance

#### Ms. Nageshwari

Founder- Ideatiger.com and mentor at  
start-up coalition CII

### SESSION 6:

Processing the proposal with  
financial institutions for clearance

#### CA Vinay

Co-Founder VNV, serial entrepreneur

## Registration details

Category	For 1 participant	For 3 - 5 participants	More than 5 participants
Entrepreneurs/promoters of start-up firms, Medium and small-scale industry/Freelancers	₹ 1500/-	₹ 1000/- per participant	₹ 800/-
Faculty/Academicians	₹ 1000/- per participant	₹ 800/- per participant	₹ 500/- per participant
Research Scholars/students	₹ 500/- per participant		

The registration fee includes the registration kit, lunch, tea / coffee. Registration fee is non-refundable, however participation by a substitute is allowed.