



Centurion
UNIVERSITY
*Shaping Lives...
Empowering Communities...*

WORKSHOP ON HOW TO START A BUSINESS CUTM, BBSR

Date: From 07/10/2020 to 10/10/2020

Resource Person Details:

Mr. Chandra Sekhar M, CEO and Director, Maclead Certifications Pvt Ltd
and

Ms. Namita Gautam, Managing Trustee, Sleepwell Foundation.

No. of Students and/or Faculty Participated: 138

About the workshop:

Being your own boss and determining your own work schedule is the dream life. That's why starting a small business is the ideal scenario for many people. However, knowing how to start a business can be difficult, as there are many important factors to consider including financial and legal factors. The workshop focused on the process of starting a new business, legal aspects, financial arrangement, government schemes for new business, etc.

Objectives: The main objective of this program is to provide detailed knowledge to the participants about the process of starting a new business, allocation of funds, how to do the promotional activities, etc.

Outcome: Students attended 'A 4 DAY PROGRAM ON SLEEPWELL, FICCI -MACLEAD HOW TO START A BUSINESS'. Here students learned about sourcing, capital collection, promotion of business, digital marketing and marketing strategy to boost a start-up.

Sleepwell Foundation
Wake up to a New India

FICCI flo
The Power to Empower

HOW TO START A BUSINESS
ONLINE WORKSHOP

The rules of the economy have changed post Covid-19, with a steady loss of jobs across many sectors creating a severe crisis for the youth. In such times, more than ever, there is need for successful entrepreneur with knowledge of various aspects of doing Business

'HOW TO START A BUSINESS'
Workshop is an initiative of **Sleepwell Foundation**, the CSR arm of Sheela Foam Ltd., the makers of Sleepwell Mattresses. The Online Workshop will provide a comprehensive knowledge of setting up a business and running it successfully.

About the Online Workshop

Eligibility: Graduates & above.

Cost: Sleepwell Foundation is bringing this Workshop to participants **FREE OF COST**

Schedule: 4 days from 11:00 AM to 3:30 PM with short breaks.

Language: Workshop will be conducted in **English**

Certification: The course completion certificate will be given to only those participants who attend all four days.

Topics Covered

Introduction to Business, Functions of Business, SWOT of Self, Digital Marketing, Entrepreneurship, Steps to Choose Right Business, SWOT of Business, Market Research, Business Plan, Formation of a Business Entity, Registrations, Legal Requirements, Labour, Insurance, Fire & Eco System, Funds for Business and Bank Schemes.

Training Partner

Conducted by trainers of **MacLead Certification** along with domain experts, this Online Workshop will be interactive, involving and interesting. Real life experiences will be shared by leading entrepreneurs.

Date and time of Workshop

7-10 October, 2020 (Wed. to Sat.)
11:00 AM to 3:30 PM with short breaks
(Online Registration to start soon)

For registration / information:

National Head, FLO 3C Initiative:
DHARITRI PATNAIK
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SWF Coordinator:
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Figure 1: Glimps of the workshop showing how to start a business

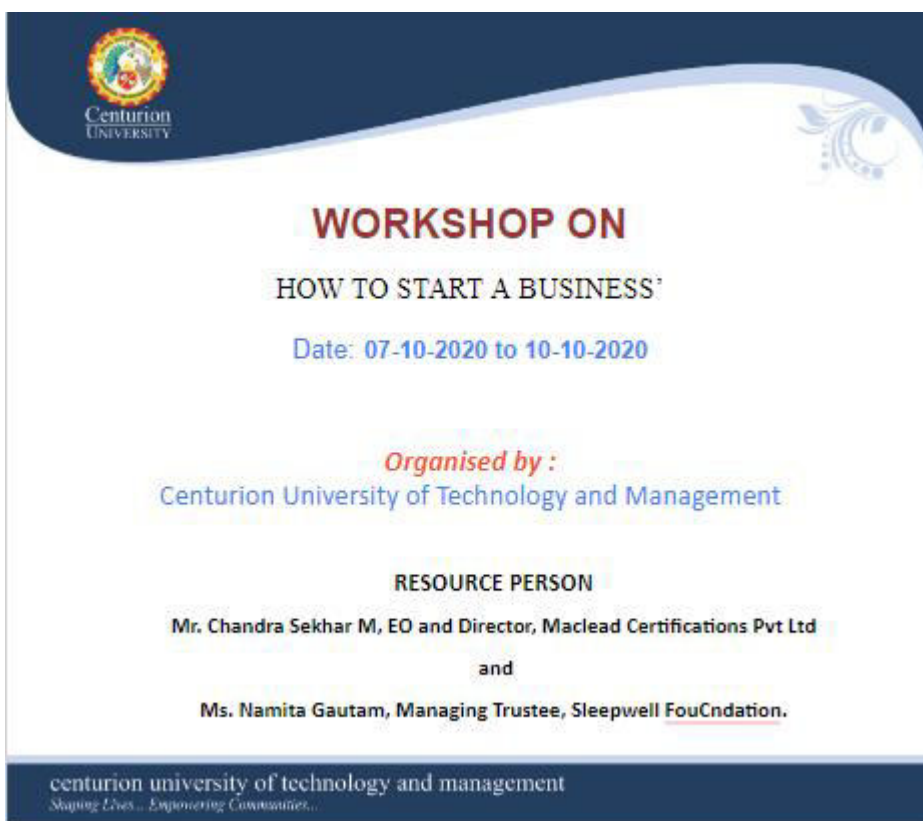


Figure 2: Brochure of the workshop “How to Start a Business”

PARTICIPANTS DETAILS

SL NO	NAME
1	Dr. Saurav Barman
2	Dr. Pedda Ghouse Peera S.K.
3	Dr. Shiv Kumar Udayana
4	Dr. Merugu Chandra Surya Rao
5	Dr. Nilanjana Datta
6	Ms. Basubadatta Sahu
7	Dr. Samapika Dalai
8	Dr. Anindita Roy
9	Ms. Barsha Tripathy
10	Dr. Smaranika Mohanta
11	Dr. Anant Tamang
12	Ms. Sonia Panigrahi
13	Ms. Chinmayee Patra
14	Dr. Soumik Ray
15	Dr. Raghu Gogada
16	Dr. Udit Nandan Mishra
17	Dr. Gaikward D.J.
18	Dr. Praveen Boddna
19	Dr. Ria Mukhopadhyay
20	Dr. Gagan Kumar
21	Ms. Abhinandita Sahoo

22	Dr. Praveen Kumar
23	Prof.(Dr) V. Narsimha Reddy
24	Dr. Kalidindi Krishnam Raju
25	Dr. Hari Ram Kumar Bandi
26	Mr. Durgadatta Mehera
27	Dr. Niranjan Kumar Chaurasia
28	Dr. Sudhanshu Bala Nayak
29	Mr. Ajit Kumar Sahu
30	Ms. Lipsa Dash
31	Mr. Manisankar Bera
32	Mr. Chandrasekhar Sahu
33	Prof.(Dr) K. Satya Krishna Prasad
34	Dr. Devanand T. N.
35	Dr. Sambid Swain
36	Dr. Amrutha Gopan
37	Mr. Biswajit Mohanty
38	Mr. Avijit Biswas
39	Ms. Hauzoukim
40	Dr. Anita Patra
41	Dr. Subhendu Kumar Mishra
42	Dr. Durga Prasad Padhi
43	Dr. Parle Kalyan Chakravarty
44	Dr. S. Kameswar Rao
45	Mr. Kalee Prasanna Patnaik
46	Dr. Debi Prasad Satapathy
47	Mr. Amit Kumar
48	Dr. Prajna Pani
49	Dr. Susanta Kumar Patnaik
50	Dr. Girish Prasad Rath
51	Dr. Amir Prasad Behera
52	Nandakishore Ray
53	Smita Jana
54	Jagannath Padhy
55	Tofan Kumar Nahak
56	Dr. Ashok Mishra
57	Dr. Banitamani Mallik
58	Mr. Balaji Padhy
59	Dr. Prasanta Kumar Rath
60	Dr. Satyanarayan Dhal
61	Dr. Subhasmita Mishra
62	Mr. Gouri Kumar Sahu
63	Dr. Satya Prakash Nanda
64	Dr. Narayan Gouda
65	Dr. Rosy Mallik
66	Dr. Santosh Kumar Nanda
67	Dr. Sivala Kumar
68	Dr. Kakani Grihalakshmi
69	Dr. Gitanjali Behera
70	Dr. Rajashree Jena
71	Ms. Sharmistha Sahu

72	Dr. Vivek Kumar
73	Mr. Shekhar Kumar Sahu
74	Dr. Santosh D.T.
75	Ms. Soma Majhi
76	Mr. Bhisma Narayan Ratha
77	Dr. Prasanta Kumar Choudhury
78	Dr. Ashish Ranjan Dash
79	Ms. N. Jeebaratnam
80	Mr. Sandipan Pine
81	M.R.ANIKET
82	Mahima Behura
83	Maniprasad Mishra
84	Manisha Behera
85	MEENAVALI MURALIKRISHNA
86	Megharani Mishra
87	MILAN MAHAPATRA
88	Monalisha kar
89	Pratyasha Satapathy
90	Preet pratik acharya
91	Pritinanda biswal
92	Priyanka priyadarshini pradhan
93	RAHUL RANA
94	Rakesh Gahir
95	Rani Kumari
96	Ritam Pattanayak
97	Rohan Kumar Saha
98	Romit Swain
99	Rudraprasad mohanty
100	Rutuparna Mishra
101	Sagarika Biswal
102	Saloni Mohanty
103	Sameer banarjee
104	sangram keshari sahu
105	Sanoj bihari mahapatra
106	Shibani Pradhan
107	Shruti Mishra
108	Siba Sankar Acharya
109	Sibasish Mohanty
110	Siddharth parichha
111	Sidhartha Sekhar Padhy
112	Smita p.Samantaray
113	Soumya Ranjan Biswal
114	Srijan Das
115	SubhajitMishra
116	Suchismita Sahoo
117	Sushree Sangita Swain
118	Swati sucharita
119	Swati Sumit Rout
120	TANUJA SATRUGHAN
121	Tanvi tanisa panda

122	UDIT NARAYAN BAIDYA
123	Ujjwal Naik
124	Abhisek Behera
125	Akanksha Gupta
126	Anisha panda
127	Anwasha Joshi
128	Anwasha samanta
129	Barun kumar sen
130	Bharat Kumar
131	Bibhu Prasad mohapatra
132	Bishnu Prasad mohapatra
133	BISHNUPRIYA ROUT
134	Divya Singh Deo
135	Ippili Divyajyoti
136	JAGADISH DASH
137	Jayashree sahuo
138	Jharana Nayak



Dr. Prasanta Ku. Mohanty
Dean Academic



Prof. KVD Prakash
Dean - IIE & HRD