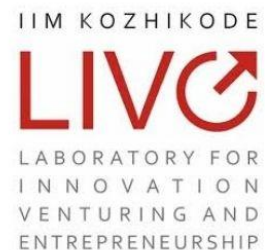


**KERALA INSTITUTE FOR
ENTREPRENEURSHIP
DEVELOPMENT**

**BUSINESS
ACCELERATION
PROGRAM**



In association with



Business Acceleration Program

About KIED

Kerala Institute for Entrepreneurship Development (KIED) is an autonomous State level institute promoted by the Department of Industries and Commerce, Government of Kerala. The main objective of the Institute is to provide services in Human Resources Development (HRD) particularly in the field of entrepreneurship development with a view to enlarge the spirit of entrepreneurship among the people which will lead to more self-employment.

Overview

Business Acceleration Program is being launched to impart the necessary leadership skills and management training for micro and small and medium entrepreneurs (MSMEs) with a minimum turnover of Rs. 50 lakhs and are striving to grow. KIED is rolling out this program in collaboration with IIMK LIVE, Indian Institute of Management the leading management institute in Kerala.

Content

- Business Acceleration and Scale Up Strategy
- Crafting the Marketing Strategy
- Branding & Marketing Communication
- Sales & Channel Management
- Entrepreneurial Finance
- Leadership & Management

Eligibility

- MSME Entrepreneurs in Kerala
- Turnover above 50 lakhs in the last financial year
- Priority will be given to:
 - MSMEs in the priority sector published by Government of Kerala.
 - MSMEs from health care, light engineering, sustainability sector.
 - Women entrepreneur, Young entrepreneur, Scheduled Caste, Scheduled Tribes and OBC entrepreneurs
 - MSMEs nominated by developmental institutions, Government Departments, Trade Associations etc.
- Applicants should have fair knowledge of English Language.

Pedagogy

- Case study-based learning.
- Online sessions on sales, marketing & finance
- sessions conducted by IIMK Professors.

Timeline

- Last day to apply: 10th March 2021.
- Program commencement :19 March 2021
- Visit www.kied.info to apply.

Program Schedule

IIMK LIVE has adopted the CISCO WEBEX platform to conduct synchronous online live sessions. Participants will need to have a computer that can download WEBEX software and sound Internet connection to attend the sessions.

Session timings: 2 hrs. session per day during weekends (Friday, Saturday & Sunday) between 6 PM to 8 PM.

Program fees

- The program is offered with financial support by KIED, Government of Kerala and will be free for participants.
- Selection of entrepreneurs by KIED is subjected to meeting the eligibility criteria and availability of seats. (Maximum 60 seats)
- The final discretion regarding selection of participants is vested with KIED.

Contact

Kerala Institute for Entrepreneurship Development

Rockwell Road, HMT Colony, PO, Kalamassery, Kochi, Kerala, 683503- Phone:0484 255 0322,9605542061
Email:kiedtraining@gmail.com, www.kied.info

IIMK LIVE

Top floor Computer Centre Building IIM Kozhikode Campus PO Kunnamangalam, Kozhikode
Phone:0495 2809669
E-mail: enquiry@iimklive.org, www.iimklive.org

Application Form

Business Acceleration Program

1. Business/Entrepreneurship Details

Name of the Company :

Address of the
Company :

Sector (Specify) :

(Manufacturing, Services, Trading,
Logistics, Retail, Wholesale, Others)

MSME registration number
of your firm/company
(Udyam Certificate/Udhyog Aadhaar) :

Date of Commencement of Business :

Select the nature of your company

(Sole proprietorship, Proprietorship, One person Company, Private Limited, Limited Liability Partnership)

No. of promoters in your company:

No. of Women promoters in
your company :

No. of promoters in the
following category :

SC

ST

OBC

No of promoters of age 45 & below:

No. of employees in your company:

Is your business in any of the following sector? – Yes

No

Rubber based industries, Readymade Garments, Biotechnology based industries, Biodegradable plastic industries, Bio fertilizer industries, Agro based and Food processing industries, Industries manufacturing equipment and machinery for nonconventional energy generation, 100% export-oriented units, Plastic waste recycling industries, health care, light engineering, sustainability.

If Yes, please mention sector:

Describe your Business

:

Investment in your company :

Turn Over for last Financial Year:
(FY 2019-2020)

Are you a profitable company?

YES

NO

Mention your GST registration number (if any):

CERTIFIED BY CHARTED ACCOUNT / NOMINATING ORGANIZATION (Govt. Departments, Developmental institutions, Trade associations etc.)

Name:

Date:

Signature and Seal:

Place:

2. Participant Details (Details of promoter who will be attending the program)

Name:

Gender:

Male

Female

Other

Date of Birth:

Age:

Address:

District:

Category:

SC/ST

OBC

General

Contact No.

E-mail
Address:

Aadhaar No.

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Highest
Qualification:

(Less than 10th, 10th, Non-Graduate, Graduate, Postgraduate etc.)

Designation:

DECLARATION

I hereby declare that the above-mentioned details are true to the best of my knowledge.

Authorised Signatory Name:

Date :

Designation :

Signature and Seal:

Place:

Attachments

1. Attach the Copy of MSME/ Udyam Certificates
2. Attach the following details of the participant promoter
 - Copy of Age Proof, Copy of Aadhar, Caste Certificate

Please send the filled form along with the attachments to the mail id – kiedtraining@gmail.com

For more details, please contact - 0484 2550322, 2532890, 9605542061, 7012376994