

## Report for attending three days SEED BDS+ToT program at

Zone Start Ups, Dalal Street Mumbai

MAY 20-23,2019

A UNO sponsored SEED Business Development Service providers Training of trainers workshop was attended by Dr. Arvind Dhingra. The workshop was led by Mr. Aman from SEED, Germany & Mr. Junas from SEED, Italy. The three day workshop was attended by 28 participants from all over the country. The instruction methodology of workshop was through case studies. The participants were divided into four groups and each group was given a specific case study. One of the participants from each group was to volunteer as cross facilitator for other group. SEED has developed 32 tools for making and promoting business plan. A show case of 8 tools was given to participants. The 32 tools include looking for an idea, developing upon idea, realizing the idea, finding funds for the idea, idea pitching, marketing and further growth plans. There were no power point presentations used. Instead only flip charts were used. The groups were explained about a tool and then made to apply the tool to their case study. They were then asked to present their finding to the other groups and answer cross questions to convince about their approach. The exercise was useful in the sense that it helped in giving us tools to develop and analyze a business plan. This is especially useful for new start-ups and the start-ups which are expanding their operations.

