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# Entrepreneurship Development Process & Digital Transformation for Business Development

## Two-Day National Webinar



22<sup>nd</sup> & 23<sup>rd</sup> August 2020



Day 1 - 06:00 PM to 08:15 PM

Day 2 - 04:30 PM to 07:45 PM

Registration Fee: INR 300/-



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<https://forms.gle/N2doYitHbvGWNVXe8>

E-Certificate will be provided for all the registered participants

## Key Takeaways

- ◆ Entrepreneurship Scenario & Progression
- ◆ MSME Regulations & Compliances
- ◆ Digital Marketing: Introduction, Concepts & Overview
- ◆ Cost Reduction & Business Enhancement

## Schedule

Day 1:

- Entrepreneurship Development: Challenges & Strategies (06:00 PM to 07:00 PM)
- MSME Set Up & Guidance (07:15 PM to 08:15 PM)

Day 2:

- Digital Marketing Concepts & Paradigms (04:30 PM to 05:45 PM)
- Business Transformation Using Automation (06:15 PM to 07:45 PM)

## SESSION SPEAKERS



**KVJ. Prof. Dr. R. Ganesan**

Founder & Chairman  
National Foundation for  
Entrepreneurship Development (NFED)  
Coimbatore, Tamil Nadu



**Ms. Vedha .V**

Founder & Director (Operations / IT)  
Vir Data Technologies Pvt. Ltd.  
Hosur, Tamil Nadu



**Ms. D. Susmitha**

Founder & Managing Director  
Suntowa Technologies Pvt. Ltd.  
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**Mr. Owaiz Khan**

Founder & Managing Director  
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An initiative by NFED Business Facilitators Forum (NBFF)