



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Fashion Design & Technology, AUMP

“Workshop on Business Start-up”

16th January 2024 (Tuesday)

The Amity School of Fashion Design and Technology Department at Amity University Madhya Pradesh has successfully advanced the Amity Innovation Incubator initiative. On Startup Day, a workshop was organized from 2:30 p.m. to 3:30 p.m. on 16th Jan 2024 on the topic ‘Business startup’. The workshop was conducted by Ms. Sabina Chaulagain, a Senior Lecturer at IEC College of Art and Fashion in Nepal and a business owner, and coordinated by Ms. Madhavi Tomar, Assistant Professor at Amity School of Fashion Design and Technology.

The workshop commenced with an introduction to Ms. Sabina Chaulagain, who provided insight into her embroidery business. Throughout the workshop, she guided students on identifying viable business ideas, brainstorming and evaluating potential business ideas, and understanding market potential and fit with skills and interests. Additionally, she touched on small business, scaling up startups, social startups, and entrepreneurship. Market research and analysis were emphasized as crucial components for understanding the target market, identifying potential customers, and analyzing the competitive landscape to differentiate one's business. Ms. Sabina underscored the importance of creating a comprehensive business plan, including details on the business model, marketing strategy, financial projections, and operational plan. Furthermore, she highlighted financial management, budget creation, cash flow management, and securing funding for startups, providing an overview of different financing options.

The workshop aimed to offer practical, actionable advice and resources to assist students in transforming their business ideas into successful ventures. The session was highly interactive, and the students thoroughly enjoyed the workshop, with a total of 30 students in attendance.

Glimpse of the workshop

