

NSIC Technical Services Centre

Rajkot

Course Duration: - 15 Hours

Entrepreneurship Development Programme

**Module:- 01**

05 Hours

Introduction to Entrepreneurship, Planning/ Management Leadership, Difference between Marketing & Selling, Importance & Overview of Marketing, Introduction to Accounting

**Module :- 02**

05 Hours

Introduction to Business Law & Regulations for small Business, Business Promotion Marketing Channels, Product Life Cycle, SWOT, E-Marketing, New Government Initiatives,

**Module:-03**

05Hours

Entrepreneurship Support Systems, Procedure for setting up Business, Pricing, Market Competition, Advertising, its types and uses, Business Plan, Marketing Case Study

Times

per participant 300/-

**Fw: EDP and soft skill workshop details**

1 message

Fri, Mar 10, 2023 at 2:56 PM

principal-gec-rajkot <gec-rajkot-dte@gujarat.gov.in>  
To: "hardik.molia@gmail.com" <hardik.molia@gmail.com>

Principal,

Government Engineering College,

Rajkot - 360005 (Gujarat, India)

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**From:** NTSC Rajkot <ntscraj@nsic.co.in>  
**Sent:** 06 March 2023 16:58  
**To:** principal-gec-rajkot  
**Cc:** UPENDER KOHLI; p CHAGANTI; RAVIPRAKASH VALA; DHARMENDRA RAJPUT  
**Subject:** EDP and soft skill workshop details

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Dear Sir,

As per our discussion and meeting, please find the attached course content for EDP and soft skill workshop.

Please let us know when we can conduct workshop for above mentioned topics.

With Regards,  
Upender Kumar Kohli  
GM & Centre Head  
NSIC - Technical Service Centre,  
Rajkot

*Top*  
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*Tig. Co. 07/03/2023*

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