



**NATIONAL PRODUCTIVITY COUNCIL**  
(UNDER DPIIT, MINISTRY OF COMMERCE & INDUSTRY, GOVT. OF INDIA)  
IN COLLABORATION WITH INNOVATION-TECHNOLOGY TRANSFER OFFICE IS ORGANIZING A WEBINAR

## How to write a business plan

08.11.2021 15:00 Hrs. to 16:30 Hrs.

SPEAKER



SPEAKER

### Maneesh Srivastava, Co-founder & Director, Alphavalue Consulting

He is a Co-Founder of AlphaValue Consulting and Registered Valuer with IBBI. He has work experience of more than 15 years with 9 years of Merchant Banking experience. Maneesh holds a strong foothold in Investment Banking, Transaction Advisory, Financial Valuations. He has specializes in Mergers & Acquisitions, Financial Valuations, Due Diligence, ESOP scheme implementation etc.

He is a Registered Valuer with IBBI, Fellow Member of ICSI and MBA from IBS and a PhD Scholar. During his carrier has worked with organizations like PWC, PUG securities, Citi Financials, Stock Holding Corporation, prior to starting his own entrepreneurship Journey of AlphaValue Consulting.

Maneesh has acted as a speaker at various national & international forums, Premier MBA institutes of India and abroad. He is also acting as mentor to various Start-ups and also associated with various Incubation centers like Atal Incubation Cell, Amity Incubation Cell etc

**Moderators: Dr. K. P. Sunny, Director & GH (ES) and Shri Nakul Yadav, Deputy Director (ES)**

**Webinar Title: How to write a business plan**

**Webinar Date: 08.11.2021 | Duration: 1.5 Hours (15:00 Hrs. – 16:30 Hrs.)**

**Webinar Participation Fees: Rs. 590 /- only (Inclusive of GST)**

### About Webinar

Business plan is the heart of starting any venture, describing the various business activities, objectives and goals. The session will be dissecting all the key elements of a business plan, and discussing in detail how to write these sections. The expert shall also discuss how to do the financial and milestone planning. What are the different heads of budget, and what all can be included in the budget will be also be covered in the webinar.

### Webinar Coverage

Webinar will cover key elements of the business plan, how to do the planning be it for marketing, or financial part and if competitive analysis is essential. Expert shall be discussing tools that may be used and shall also conduct an exercise for practice by participants.

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