

Start and Improve Your Business Training in Bhadohi and Mirzapur



Training in Mirzapur

Development Alternatives, in collaboration with local partners under the Work4Progress Project, conducted two "Start and Improve Your Business" training sessions in Bhadohi and Mirzapur districts, spanning over three days each in late June 2024.

Training in Mirzapur:

The training in Paidapur village, Mirzapur was held from June 27-29, 2024. The trainers provided insights on achieving entrepreneurial success and encouraged participants to identify areas for improvement. The sessions included business stories highlighting common challenges and solutions. Participants learned about business types (Manufacturing, Wholesale, Retail, Services) and presented business plans. The trainer detailed marketing methods about product, price, place, promotion, people, process, and physical evidence.



Training in Mirzapur

Participants received guidance on maintaining accurate bookkeeping records and tracking profits and losses. The session also covered securing profits through investments, finance, machinery, and land and emphasised understanding opportunities and risks, insurance, loans, and rental agreements. The training provided practical entrepreneurial skills, creating a dynamic learning environment.

Training in Bhadohi:

The training ran from June 24-26, 2024. The first day kicked off with a game, "Jo Jeeta Wohi Sikander," engaging participants in discussions on the basics of entrepreneurship. Participants learnt about essential entrepreneurial traits like reliability, risk-taking, decision-making, stress management, and problem-solving.

Followed by sessions where participants formed groups to plan businesses, considering names, objectives, products/services, target customers, sales strategies, and investments. These sessions emphasised employee selection criteria, business objectives, and marketing plans. The training concluded with a review, certificate distribution, and feedback from participants.



Training in Bhadohi

The combined three-day SIYB trainings in Bhadohi and Mirzapur successfully equipped participants with essential entrepreneurial skills and knowledge. The interactive sessions, group activities, and real-life examples enabled participants to tackle business challenges and seize opportunities. The program concluded with participants feeling empowered to start and improve their businesses, ready to contribute to a supportive business community.