

BIHAR STATE FINANCIAL CORPORATION

(Ifedpro Division)

FRASER ROAD, PATNA-800001

Phone: 0612-2332785/2332364

(A) Orientation course/programme for entrepreneurs intending to set up units and requiring financial support from banks/financial institutions.

1. Loan Appraisal System: Duration- One week: Course Fee- Rs.1500.00

The one week course consists of Monitoring and Technical competence, Technical Feasibility, Locational advantage or disadvantage, Land & building, Unit size, Economic Feasibility in the area of establishment, Financial Analysis, Capital cost of the Project, Cost of Production & Profitability, Cash flow estimate (source and application of funds), Fund flow estimate and the overall cost of project.

2. Marketing Strategy: Duration- 3 days: Course Fee- Rs.1000.00

This 3 days programme on **Essentials of Marketing** consisting of better understanding of customer need and preferences, market research & survey, importance of location of Unit, marketing planning, sales training and recovery and **Objective of Marketing** consists of profitability and increase in market share.

3. Developing Entrepreneurs Image: Duration- 3 days: Course Fee- Rs.1000.00

This 3 days programme shall be for those entrepreneurs who are willing to establish their brand image. This course consists of topics like minimizing cost of Project/Product, spread in Customer Coverage, creating loyal satisfied customers, providing higher Customer Value and maximize satisfaction, welfare of the Society and achieving National Goal, adopt Customer oriented Project and committed to Customer likes.

(B) Another Programme on the Following Subjects shall be undertaken for Entrepreneurs (At H.O.)

1. Sharing of Idea with Entrepreneurs for new Product : 3days: Fee- Rs.1000/-
2. Programme on Leadership & Motivation : 3days: Fee- Rs.1000/-
3. Programme on Sickness of Industries : 3days: Fee- Rs.500/-
4. Sharing overall ideas about the bottleneck of setting up an Enterprise : 5days: Fee- Rs.1000/-

(C) Workshop on Total Quality Management, Inventory Management and Cost Volume Profit Analysis- Duration: 3 days Course Fee - Rs.1000/-