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AHMEDABAD MANAGEMENT ASSOCIATION®

Navdeep – AMA Centre for Entrepreneurship Development

UNLOCK BUSINESS NETWORKING BENEFITS

Often, networking focus is on how to meet more people. This program teaches how to create more value from the people you know and meet for networking. Instead of collecting contacts, participants learn how to build Relationship Capital: an asset that strengthens trust, generates opportunities and contributes directly to sustainable business growth.

CONTENTS

- Making Business Stories Easy to Understand
- Understanding Relationship Capital and measuring it with ease
- Contacts vs Connections vs Relationship Capital
- Trust as a business asset
- Relevance, Consistency and being Money-Mindful in conversations
- Measuring your Networking ROI
- Turning Casual Conversations to Lasting Collaborations
- Follow-ups and Multiplier Frameworks
- Creating Real Business Value – solving Bonding v/s Business Dilemma
- Collections, Discounts and Pricing Strategies
- Networking at Expos, Conferences, Large events seamlessly

FOR WHOM

- MSME Owners & Business Leaders
- Sales & Business Development Teams
- Entrepreneurs & Family Businesses
- Consultants & Professionals
- Education Leaders & Institution Heads
- Chamber & Association Members

FACULTY

Ms. Priyanka Acharya is a Financial educator, management trainer and founder of Laxmigyaan focused on simplifying finance and strategic thinking for businesses and individuals. She has 17+ years of diverse experience, with 60000+ learners across Indian and African locations, 18 published research papers, 2 podcasts shows and unique publications She is a TEDx speaker, one amongst "India's Top Women in Finance" and aspires to be the Favourite (Priy) Episode (Anka) in every financial story! Her sessions blend strategy, profitability thinking, behavioral insights and business finance in a simple yet impactful manner for managers, entrepreneurs and leadership teams across industries.

Programme Date:
August 18, 2026

Duration:
Full Day

Time:
9.30 AM to 5.00 PM

Format:



Programme Fee:
INR 1,500/- (Incl. GST)
Concession for Members 10%;
Patron 20%; (Lunch included)

Last Date to Register:
August 17, 2026

Register

For bulk nominations and enquiries, please reach us at:

Mr. Dishank Panchal
Sr. Manager – Programs & Development
Mobile: 63525 56857
Email: dishank@amaindia.org

For enquiries and nominations, please reach us at:
AHMEDABAD MANAGEMENT ASSOCIATION
AMA Complex, ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015.
www.amaindia.org ama@amaindia.org 079-26308601 / 02 Mobile: 7203030990