

## PHYSIOTHERAPY ENTREPRENEURSHIP



## PHYSIOVERSE

- MSME Udhyam registered startup by BPT students that was meticulously planned through careful market study for the lack of physiotherapy kit for fresher students. This is a KEIC (K.R. Mangalam Entrepreneurship and Incubation Centre) recognised startup. The entrepreneurial experience is valuable for employability as well as social skills.
- · Understanding the lacuna and interpreting it into a successful startup has made our students stand out from their counterparts in the field.





## PHYSIOTHERAPY OPD

- · At SPRS, in addition to clinical skills, BPT students are trained in different aspects of entrepreneurship:
- · Marketing: brochure designing, social media promotion
- · Revenue generation and sharing: Fees, exemptions, packages and discounts
- · Patient satisfaction: Informed consent, social contexts, feedback and word of mouth promotion.
- · Budgeting: One time and recurrent costs, equipment and services options, vendor selection, etc.

