**INDIVIDUAL COURSE DETAILS**

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| A. Name of the Institute | National Institute for Entrepreneurship and Small Business Development (NIESBUD) |
| B. Name/Title of the Course | **Women & Enterprise Development (WED) – A Trainers/Promoters Program** |
| C. Course Dates with Duration in Weeks | 2 weeks (August 9 – 20, 2021) |
| D. Eligibility Criteria for Participants 1. Educational Qualifications 2. Work Experience required, if any 3. Age Limit*[****note****: ITEC norms is 25-45 years]* 4. Target Group *[Level of participants and target ministries/departments etc. may be indicated]* | I) **‘**A’ Level or Equivalent **The medium of instruction being English, adequate knowledge of English is necessary for effective participation.**II) Sufficient experience in assisting women in creation and development of small business ventures, Development of Women. The officials male or female working in Developmental Organization and Women Entrepreneurs Associations industrial and small business development organizations, planning departments, financial institutions, commercial banks, research institutions and universities and NGOs/or development organization. Prospective women entrepreneurs can also benefit from the programme. III) 25-50 yearsIV) The programme is recommended for senior executives/directors/officials/trainers/researchers of organizations/institutions working for development of women, developmental organizations and women entrepreneurs’ associations engaged in assisting women in the creation and development of small business ventures. Prospective women entrepreneurs can also benefit from the program. Persons engaged/working in industrial and small business development organizations, planning departments, financial institutions, commercial banks, research institutions and universities and NGOs/or development organizations would find the programme useful. |
| E. Aims & Objectives of the Course | The course is designed to enable participants to:* Understand the Process of Women Empowerment through Entrepreneurship Development
* How to deal with gender related issues & improve gender sensitization effectively
* Acquire ability and capabilities of deciding about new venture opportunities, planning organizing and successfully managing the Small Business/Enterprise
* Improve the training delivery skills and business development services including credit support
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| F. Learning Outcomes | **Knowledge:** The programme will help building the capabilities of trainers/promoters by enabling them to understand the process of Women Empowerment through Entrepreneurship Development, how to deal with gender issues, understand the dynamics of enterprise launching; project formulation and it’s appraisal and mobilizing resources.**Skills:** * Enhance their drive for Achievement
* Personal Skills – Leadership, Team Building, Interpersonal communication, Effective Negotiation, Creativity & Innovation, facilitating, Mentoring & Counseling, Emotional Intelligence, Problem Solving and Decision Making
* Managing women led enterprises
* IT Skills – Digital Marketing
* Project Management Techniques
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| G. Course Contents / Syllabus*[please attach course details / profile]* | **COURSE CONTENTS****Women Empowerment through Enterprise Development*** Entrepreneurship, it’sneed and relevance for economic empowerment of women
* Gender Sensitization and Sensitizing Women for Entrepreneurship

**Entrepreneurial Motivation Training** * Characteristics of Women Entrepreneurs
* Dynamics of motivation
* Understanding Risk Taking Behavior for Enterprise Development
* Understanding Goal Setting Behavior
* Achievement planning orientation
* Developing Life skills for women empowerment
* Entrepreneurial Competencies for Women Empowerment

**Small Business Creation*** Types of business and self-employment opportunities
* Environmental scanning; sensing business opportunities
* Project selection
* Resolving problems of Start-ups
* Process of setting up and building enterprise
* Role of Government, Non-Government Organization – Policies and programmes
* Formation of Self Help Groups
* Access to Micro Credit

**Project Report Formulation*** Understanding market-product matrix
* Market survey
* Determining project size
* Choosing the appropriate technology

**Evaluating New Venture Opportunity*** Project appraisal techniques
* Technical feasibility analysis
* Assessing market opportunities and competition
* Financial feasibility analysis
* Assessing organizational and management capabilities

**Small Business Management*** Orientation to small business management
* Production and operation management
* Materials management
* E-marketing
* Total quality management
* Marketing management
* Managing conflict in social role
* Financial Management
* Personal Management
* Competitiveness

**Growth and Expansion*** Monitoring & Evaluation
* Sustaining Enterprise through growth
* Lobbying & Advocacy
* International Networking
* Formation of Women Federation

**Case Studies*** Study of small enterprises of different types managed by women
* Study of institutions promoting small business

**Experience Sharing** Interaction with Women Entrepreneurs, senior Government Officials |
| H. Mode of Evaluation of performance of the participants | 1. Individual assignment/presentation
2. Group work -Business Plan Presentation
3. Action Plan preparation & presentation
4. Attendance
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