



राष्ट्रीय उद्यमिता एवं लघु व्यवसाय विकास संस्थान
The National Institute for Entrepreneurship and Small
Business Development (NIESBUD)
An Autonomous Institute under Ministry of Skill Development and
Entrepreneurship, Govt. of India

INDIVIDUAL COURSE DETAILS

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| A. Name of the Institute | The National Institute for Entrepreneurship and Small Business Development (NIESBUD) | |
| B. Name/ Title of the Course | Entrepreneurship for Small Business- Trainers/Promoters Programme (ESB-TP) | |
| C. Course dates with duration in weeks [note: dates may be fixed keeping in mind festivals, holidays, weather conditions, availability of accommodations, etc. No request for change in dates, once approved/ circulated will be entertained] | From 17.07.23 to 04.08.23 | 3 Weeks |
| 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) | 1. 'A' Level or Equivalent The medium of instruction being English, adequate knowledge of English is necessary for effective participation. 2. Sufficient experience in promoting entrepreneurship and small business development and working as Trainers/faculties consultants in promoting entrepreneurship and small business development/promoters in government department's corporation, financial institutions, including banks, training organizations, consultants/or voluntary organizations. 3. 25-50 years 4. The programme is recommended basically for trainers/faculties consultants working in government departments corporations, financial institutions, including banks, training organizations, consultants/or voluntary organizations engaged in promoting entrepreneurship and small business development. | |

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| <p>E. Aims & Objectives of the course</p> | <p>The Programme has been designed to enable participants to:</p> <ul style="list-style-type: none"> • To develop appreciation of the entrepreneurship development process; • To understand the dynamics of enterprise launching; covering ability of scanning opportunity, project formulation and appraisal and mobilizing resources and management. • To learn designing and conducting of entrepreneurial motivation training for prospective entrepreneurs; • To learn about skills of identification of potential entrepreneurs. |
| <p>F. Learning Outcomes</p> | <p>Knowledge: The programme will help building the capabilities of trainers/promoters by enabling them to understand and appreciate the total spectrum of entrepreneurship development process, conducting Entrepreneurial Motivation Training (EMT), understand the dynamics of enterprise launching; project formulation and its appraisal and mobilizing resources.</p> <p>Skills:</p> <ul style="list-style-type: none"> • Life Skills – Transformational Leader, Building Synergistic Teams, Effective Interpersonal communication and Negotiation Skills, Creativity & Innovation, Training & Counseling, Emotional Intelligence and Problem Solving and Decision Making • Effective Project Management Skills • E- Marketing Techniques |
| <p>G. Course Contents/ Syllabus (please attach course details/ profile)</p> | <p><u>COURSE CONTENTS</u></p> <p>Entrepreneurship and Entrepreneurial quality Development</p> <ul style="list-style-type: none"> • Rationale and scope of entrepreneurship and small business development in underdeveloped and developing economies • Dynamics of entrepreneurship development Integrated approaches to entrepreneurship development international experience and outcome • Identification and selection of techniques/tools • Implementing strategies for identification and selection for different categories of entrepreneurs • Training for development of entrepreneurship-content & methodology Developing trainers' competence in strengthening entrepreneurial quality-Entrepreneurial Motivation Training. <p>Enterprise Launching/Resourcing</p> <ul style="list-style-type: none"> • Scanning the environment and sensing opportunities for small business • Product/service selection • Process of setting up and building enterprises • Role of Government policies and programmes • Planning, formulation and appraisal of project |

- Market survey
- Mobilizing resources-institutional network.

Enterprise Management

- Personnel
- Production
- Marketing
- Finance
- Total Quality Management
- Leadership and Team Building
- Supply Chain Management
- Business Process Re-engineering
- E-marketing
- Competitiveness
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Promoter’s Role and Functions

- Industrial extension-concept, process and methods
- Counseling for modernization, diversification/expansion and rehabilitation
- Feedback, monitoring and evaluation

Experience sharing

- By successful small business entrepreneurs and Government officials

Field Studies

- Study of small-scale enterprises of different types
- Study of the institutions promoting entrepreneurship and small industry

Good Governance schemes to be covered:

- Invest India Initiatives
- Start Up India Scheme
- ODOP Scheme

H. Mode of Evaluation of performance of the participants

The overall performance of the participants will be assessed on the following criteria:

- Individual assignment/ presentation
- Group work
- Study Visit Reports
- Action Plan Preparation & Presentation
- Attendance
- Overall behavior during program

