



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

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<b>A. Name of the Institute</b>	The National Institute for Entrepreneurship and Small Business Development (NIESBUD)
<b>B. Name/ Title of the Course</b>	<b>Women and Youth Entrepreneurship in Water Supply and Sanitation Development - Trainers/Promoters Programme (WYEWSSD) -Trainers/Promoters Programme</b>
<b>C. Course dates with duration in weeks</b> [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]	<b>From 09.10.2023 to 20.10.2023</b> <b>2 Weeks</b>
<b>D. Eligibility Criteria for participants</b> 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 assisting women and youth in creation and development of small business ventures, Development of Women. The official's male or female working in Developmental Organization and Women Entrepreneurs Associations, industrial and small business development organizations, water management and sanitation bodies, planning departments, financial institutions, commercial banks, research institutions and universities and NGOs/or development organization. Prospective women entrepreneurs can also benefit from the programme.  3. 25-50 years  4. The programme is recommended for senior executive's /directors/ officials /trainers/ researchers of organizations/ institutions working in field of water management and sanitation, Practitioners in the water, sanitation, agricultural or potentially health/hygiene sector, Planners, engineers, architects, Members of local or regional decision-making bodies (governments) or policy makers, etc. Prospective women entrepreneurs will 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.
<b>E. Aims &amp; Objectives of the course</b>	<p>The course is designed to enable participants to:</p> <ul style="list-style-type: none"><li>• To understand technical, social and economic viability of women and young entrepreneurs in the water sector development</li><li>• To develop skills in mobilizing and organizing women and youth in recognition as agents for social change</li><li>• To achieve the sustainability of water and sanitation service and create favorable condition for scale up involvement of Micro Enterprises in water, sanitation and hygiene development.</li></ul>
<b>F. Learning Outcomes</b>	<p><b>Knowledge:</b> The programme will help building the capabilities of trainers/promoters by enabling them to understand and appreciate the total spectrum of entrepreneurship development process in the area of water and sanitation development, acquire experiential learning of development of enterprises in water supply and sanitation, and how to create favorable condition for scale up involvement of Micro &amp; Small Enterprises in water, sanitation and hygiene development.</p> <p><b>Skills:</b></p> <ul style="list-style-type: none"><li>• Life Skills – Leadership, Team Building, Motivation, Interpersonal communication, Effective Negotiation, Creativity &amp; Innovation, Training &amp; Counseling and Problem Solving and Decision Making</li><li>• Establishing &amp; managing a rural enterprise</li><li>• Project Management – Time and Cost Management</li></ul>
<b>G. Course Contents/ Syllabus</b> (please attach course details/ profile)	<p><b><u>COURSE CONTENTS</u></b> <b>Small Business Creation</b></p> <ul style="list-style-type: none"><li>• Types of business and self-employment opportunities for women</li><li>• Environmental scanning; sensing business opportunities for women</li><li>• Selection of Business idea</li><li>• Basic start-up problems faced by women</li><li>• Process of setting up and building enterprise</li><li>• Role of Government, Non-Government Organization – Policies and programmes</li><li>• Formation of Self-Help Groups</li></ul>



- Access to Micro Credit

#### **Women and Youth Empowerment through Enterprise Development**

- Women, poverty, gender and development
- Gender sensitization in support organizations
- Need for economic empowerment
- Process of empowering women through enterprise building
- Entrepreneurial Competencies for Women Empowerment
- Characteristics of Women Entrepreneurs
- Determination of Entrepreneurial Potential among women
- Motivational Techniques/Strategy for success among women

#### **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
- Total quality management
- Marketing management
- Managing conflict in social role
- Financial Management
- Personal Management
- Problem-solving and innovation
- E-marketing
- Competitiveness



### **Water supply Management and Technology**

- water quality parameters
- groundwater and surface water treatment
- water treatment process technologies
- nutrient removal
- Process and Quality Control
- Water distribution and supply
- Smart meters and monitoring
- recycling and reuse technologies

### **Sanitation Development**

- Principles of Ecological Sanitation
- Simplified sewerage
- Decentralized water and sanitation systems
- Waste Collection and Transport
- Biosolids management
- Financial, Social and Institutional aspects
- Operation and maintenance of sanitation infrastructure
- Choice of Technology

### **Growth and Expansion**

- Monitoring & Evaluation
- Sustaining Enterprise through growth
- Lobbying & Advocacy
- International Networking
- Formation of Women Federation

### **Field Studies**

- Study of small enterprises of different types managed by women
- Study of institutions promoting small business

### **Success Stories**

- Interaction with Successful Entrepreneurs in the field of Water Sanitation and Hygiene.

### **Good Governance Schemes to be covered:**

- Swachh Bharat Abhiyan
- Mahila E-Haat Scheme- Market Linkages
- Mudra Loan for Women-Credit Linkages Scheme

**H. Mode of Evaluation of performance of the participants**

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

- Participation- Attendance, Punctuality, Discipline, classroom participation.
- Reading Summaries
- Business Plan or Project
- Multiple choice Test
- Back home task plan