



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

## 5.

<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>Small Business Planning and Promotion- Trainers/Promoters</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 04.12.2023 to 22.12.2023</b>	<b>3 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 the area of small business, self-employment, MS&ME Development, Entrepreneurship and its planning and promotion; officials in Government departments, small business corporations, planning department, financial institutions, commercial banks, research institutions, trainers of entrepreneurship training institutions and industrial/small business development organizations. Prospective small business entrepreneurs can also be admitted to this course.  3. 25-50 years  4. The programme suits persons keenly interested in starting small business and its planning and promotion; officials in Government departments, small business corporations, planning department, financial institutions, commercial banks, research institutions, trainers of entrepreneurship training institutions and	

	<p>industrial/small business development organizations. Prospective small business entrepreneurs can also be admitted to this course.</p>
<p><b>E. Aims &amp; Objectives of the course</b></p>	<p>The Programme has been specially designed to:</p> <ul style="list-style-type: none"> <li>• To understand various methods of identifying small business opportunities.</li> <li>• To prepare and appraise a project report/business plan suitable to the business location.</li> <li>• To build capacity for locating and mobilizing resources needed to organize and run small business successfully.</li> <li>• To understand how to motivate potential entrepreneurs for a small business</li> <li>• To understand the techniques of designing and conducting training programmes for prospective small business entrepreneurs.</li> </ul>
<p><b>F. Learning Outcomes</b></p>	<p><b>Knowledge:</b></p> <p>The programme will help building the capabilities of trainers/promoters by enabling them to understand and appreciate the total spectrum of small business development process, the dynamics of small enterprise launching; project formulation and its appraisal and mobilizing resources for small businesses.</p> <p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>• Life Skills – Leadership, Team Building, Interpersonal communication, Effective Negotiation, Creativity &amp; Innovation, Training &amp; Counseling, Problem Solving and Decision Making</li> <li>• Business management skills</li> <li>• Project Management – Time and Cost Management</li> <li>• Effective Marketing &amp; Selling Skills</li> </ul>

**G. Course Contents/ Syllabus** (please attach course details/ profile)

**COURSE CONTENTS**

**Small Business Creation**

- Rationale and scope of entrepreneurship and small business development economics.
- Integrated approach to entrepreneurship development, international experiences and outcome.
- Environmental scanning and analysis for sensing small opportunities.
- Selecting an appropriate business opportunity.
- Resource location and mobilization.
- Role of statutory and promotional institutions, government policies, programmes support systems.
- Process of setting up and building enterprise.

**Entrepreneurial Qualities of Small Business Entrepreneurs**

- Dynamics of entrepreneurship development
- Identification and selection of trainees
- Motivation and behavioural training
- Behavioural dimensions affecting small business decisions

**Small Business Planning**

- Market survey
- Project report preparation
- Technology evaluation and transfer
- Basic startup problems

**Appraising Small Business Opportunities**

- Project appraisal techniques
- Assessing market opportunities and competition
- Financial feasibility analysis
- Forecasting results

**Small Business Management Skills**

- Fundamentals of small business management
- Financial management including costing and accounting
- Raising funds
- Materials management
- Production and operations management
- Personnel management
- Marketing management
- Credit and venture capital
- E-marketing
- Competitiveness

	<p><b>Small Business Promoter's Role and Function</b></p> <ul style="list-style-type: none"> <li>• Developing curricula for self-employment/entrepreneurship education and training</li> <li>• Planning EMT exercises for selection of potential small business entrepreneurs organizing entrepreneurship development training for small business beneficiaries</li> <li>• Inter-institutional coordination and networking</li> <li>• Consulting and counseling</li> <li>• Training methodology</li> <li>• Evaluation of EDPs</li> </ul> <p><b>Field Studies</b></p> <ul style="list-style-type: none"> <li>• Study of various small enterprises</li> <li>• Study of institutions promoting small business</li> <li>•</li> </ul> <p><b>Good Governance schemes to be covered:</b></p> <ul style="list-style-type: none"> <li>• Invest India Initiatives</li> <li>• Start Up India Scheme</li> <li>• ODOP Scheme</li> </ul>
<p><b>H. Mode of Evaluation of performance of the participants</b></p>	<p>The overall performance of the participants will be assessed on the following criteria:</p> <ul style="list-style-type: none"> <li>• Individual assignment/ presentation</li> <li>• Group work</li> <li>• Study Visit Reports</li> <li>• Action Plan Preparation &amp; Presentation</li> <li>• Attendance</li> <li>• Overall behavior during program</li> </ul>