



### 3.

<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>Entrepreneurship and Promotion of Livelihood Generation Activities- 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 05.02.2024 to 23.02.2024</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 a. The medium of instruction being English, adequate knowledge of English is necessary for effective participation.  2. Sufficient experience in the area of assisting for promotion and development of micro enterprise and small businesses, income generation, community development, social development, self-employment and entrepreneurship. Directors/senior executives/officials working in government departments, banks, training institutions, NGOs/voluntary organizations, universities research institutions, planning departments.  3. 25-50 years  4. The programme is recommended for directors/senior executives/officials working in government departments, banks, training institutions, NGOs/voluntary organizations, universities, research institutions, planning departments, engaged in assisting promotion and development of micro enterprises and small businesses for self-employment.
<b>E. Aims &amp; Objectives of the course</b>	The Programme has been specially designed to: <ul style="list-style-type: none"><li>• Develop the insight into the process of entrepreneurship development for income generation</li><li>• Sensitize and motivate people for initiating integrated community development</li></ul>



	<ul style="list-style-type: none"><li>• Impart knowledge and skills for designing and planning, techniques for identifying, creating and developing the micro enterprise.</li><li>• Develop the competencies to manage micro enterprise successfully.</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 and income generation, the dynamics of enterprise launching, how to organize Entrepreneurial Motivation Training (EMT), project formulation and its appraisal and mobilize resources.</p> <p><b>Skills:</b></p> <ul style="list-style-type: none"><li>• Personal Skills – Leadership, Team Building, Interpersonal communication, Effective Negotiation, Creativity &amp; Innovation, Training &amp; Counseling</li><li>• IT Skills – Digital Marketing</li><li>• Effective Marketing &amp; Selling Skills</li><li>• Project Management – Time and Cost Management</li><li>• Problem Solving and Decision Making</li></ul>
<b>G. Course Contents/ Syllabus</b> (please attach course details/ profile)	<p><b><u>COURSE CONTENTS</u></b></p> <p><b>Entrepreneurship Development and Income Generation</b></p> <ul style="list-style-type: none"><li>• Entrepreneurship, scope and its significance</li><li>• Entrepreneurship process and income generation</li><li>• Different approaches to entrepreneurship development</li><li>• Skill Training and employment generation</li><li>• Income generation and women development</li><li>• Income generation and community development<ul style="list-style-type: none"><li>• Understanding group dynamics for income generation</li></ul></li></ul> <p><b>Behavioral Competencies for Micro Enterprise</b></p> <ul style="list-style-type: none"><li>• Motivating people to take up micro enterprise</li><li>• Initiation of IGP</li><li>• Behavioural competencies for setting up and managing micro enterprise</li><li>• Developing trainers’ competencies in entrepreneurial motivation training</li></ul> <p><b>Micro Enterprise Planning and Creation</b></p> <ul style="list-style-type: none"><li>• Sensing business opportunity</li><li>• Identification and selection of appropriate business opportunity</li></ul>



- Waste management & income generation opportunities
- Micro Credit
- Income generation opportunities in export
- Assessing market potential
- Formulation of small business plan
- Estimating and mobilizing resources
- Appraising of business plan

#### **Management of Micro Enterprise**

- Marketing for micro enterprise
- Creative selling techniques
- Element of marketing mix
- E-Marketing
- Competitiveness
- Innovative rural marketing
- Determining cost and selling price
- Accounting and book keeping for micro enterprise

#### **Micro Enterprise Trainers/Promoters Roles and Functions**

- Strategy for identification and selection of beneficiaries
- Designing the training curriculum
- Application of Information Technology
- Monitoring and evaluation
- Emotional Intelligence
- Developing back home action plan

#### **Field Studies**

- Study of institutions engaged in promoting income generation and micro enterprise development
- Study of micro enterprises and income generation projects

#### **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