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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 11.09.2024 to 24.09.2024	2 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. 25-45 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.	
E. Aims & Objectives of the course	The Programme has been designed to enable participants to: <ul style="list-style-type: none">• To develop appreciation of the entrepreneurship development process;• To understand the dynamics of enterprise launching; scanning opportunity, project formulation and appraisal and mobilizing resources and management.• To learn designing and conducting entrepreneurial motivation training for prospective entrepreneurs;	



	<ul style="list-style-type: none"> 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 Identification and selection of techniques/tools Training for development of entrepreneurship-content & methodology Developing trainer’s competence in strengthening entrepreneurial quality-Entrepreneurial Motivation Training. <p>Enterprise Launching/Resourcing</p> <ul style="list-style-type: none"> Sensing opportunities for small business Product/service selection Process of setting up and building enterprises Preparation of Business Plan (Planning, formulation and appraisal of project) Market survey Mobilizing resources-institutional network. <p>Enterprise Management</p> <ul style="list-style-type: none"> Personnel Production Marketing Finance Leadership and Team Building Supply Chain Management E-marketing Competitiveness



	<p>Field Studies</p> <ul style="list-style-type: none">• Study of small-scale enterprises of different types and interaction with successful small business entrepreneurs and Government officials• Study of the institutions promoting entrepreneurship and small industry <p>Good Governance schemes to be covered:</p> <ul style="list-style-type: none">• Invest India Initiatives• Start Up India Scheme• ODOP Scheme
<p>H. Mode of Evaluation of performance of the participants</p>	<p>The overall performance of the participants will be assessed on the following criteria:</p> <ul style="list-style-type: none">• Individual assignment/ presentation• Group work• Study Visit Reports• Action Plan Preparation & Presentation• Attendance• Overall behavior during program