

INDIVIDUAL COURSE DETAILS

A. Name of the Institute	NATIONAL INSTITUTE OF TECHNICAL TEACHERS TRAINING AND RESEARCH, TARAMANI P.O., CHENNAI – 600 113.
B. Name/title of the Course	CERTIFICATE COURSE ON “ Rural Employment Generation through Enterprise Promotion ”
C. Proposed Dates and Duration of the Course in weeks / months	4 weeks 30th October 2024 to 26th November 2024
D. Eligibility Criteria for Participants 1. Educational Qualification 2. Work Experience 3. Age Limit 4. Target group (Level of participants and target ministry/department etc. may be identified)	Applicants for this course must be <ul style="list-style-type: none"> • Teachers / Trainers and / or Administrators in Technical and Vocational Education • Possess a degree in Engineering / Technology /Science/ Rural Development or in any vocational field • Have a minimum of 3-year experience in teaching / training / administration • Have a good proficiency in spoken and written English and comprehension of English which is the medium of instruction • Preferably not more than 45 years
E. Aims & Objectives of the Course	Objectives <ul style="list-style-type: none"> • To enhance the entrepreneurial capacity of individuals and groups in rural areas. • To foster the creation and growth of micro, small, and medium enterprises (MSMEs) in rural sectors. • To promote innovation and value addition in rural enterprises. • To facilitate access to finance, markets, and technology for rural entrepreneurs.

	<ul style="list-style-type: none"> To generate sustainable employment opportunities and improve livelihoods in rural communities.
F. Details / Content of the Course <i>(please attach detailed Course Profile)</i>	<p>Contents of the Course</p> <p>a) Foundations of Rural Enterprise Development</p> <p>b) Sector-Specific Enterprise Development</p> <p>c) Business Incubation and Acceleration</p> <p>d) Policy, Technology, and Sustainability (Course Profile attached)</p>
G. Mode of Evaluation of Performance of the ITEC Participant	Evaluation through colloquiums, Team work, Term Paper and Project work
H. Name of the Department	Centre for Rural and Entrepreneurship Development
I. Name of the Coordinator	Dr. K. S. Giridharan
J. Faculty members	<p>Dr.S.Renukadevi</p> <p>Dr. G.Kulanthaivel</p> <p>Dr.R.Santha kumar</p> <p>Dr.M.Anil Kumar</p> <p>Dr.P.Jakulin Divya Mary</p> <p>Dr.K.S.Giridharan</p> <p>Guest Faculty</p>

CERTIFICATE COURSE ON “Rural Employment Generation through Enterprise Promotion”

1. INTRODUCTION

The course "Rural Employment Generation through Enterprise Promotion" is strategically crafted to achieve various crucial objectives aimed at enhancing rural economies and livelihoods. It serves as a comprehensive and strategic initiative designed to empower rural communities, drive economic growth, and enhance livelihoods. Through its emphasis on entrepreneurship, innovation, and access to resources, the programme aims to create a lasting impact on rural economies and societies.

The course seeks to boost the entrepreneurial capacity of individuals and groups in rural areas. By providing participants with thorough training in entrepreneurship, the programme aims to equip them with the necessary skills, knowledge, and mindset to identify opportunities and establish successful businesses.

The course aims also to foster innovation and value addition in rural enterprises. By encouraging participants to think creatively and develop innovative solutions, the programme aims to enhance the competitiveness of rural businesses and stimulate economic growth. Through tailored training and support, participants will learn how to initiate and expand their businesses, thereby contributing to the growth of the rural economy.

Moreover, the programme aims to facilitate access to finance, markets, and technology for rural entrepreneurs. By providing participants with information and resources on accessing funding, reaching new markets, and adopting new technologies, the programme aims to overcome key barriers to business growth in rural areas.

The programme seeks to generate sustainable employment opportunities and improve livelihoods in rural communities. By supporting the establishment and growth of rural enterprises, the programme aims to create jobs and enhance incomes, thereby contributing to poverty reduction and sustainable development in rural areas.

2. OBJECTIVES OF THE PROGRAMME

The main objectives of the programme are as follows.

- To enhance the entrepreneurial capacity of individuals and groups in rural areas.
- To foster the creation and growth of micro, small, and medium enterprises (MSMEs) in rural sectors.
- To promote innovation and value addition in rural enterprises.
- To facilitate access to finance, markets, and technology for rural entrepreneurs.
- To generate sustainable employment opportunities and improve livelihoods in rural communities.

3. STRUCTURE OF THE PROGRAMME

Module 1 - Foundations of Rural Enterprise Development

Key Topics

- Introduction to rural development, employment challenges, and the role of enterprise promotion.
- Entrepreneurial mindset, skills development, and identifying business opportunities in rural areas.
- Developing comprehensive business plans for rural enterprises.
- Introduction to rural finance, investment options, and understanding rural markets and marketing strategies.

Module 2 - Sector-Specific Enterprise Development

Key Topics

- Promoting enterprises in agriculture and allied activities (agribusiness, dairy, fisheries).
- Value addition and processing in agricultural products.
- Promoting enterprises in rural tourism and hospitality.
- Promoting enterprises in renewable energy and local processing industries.
- Promoting enterprises in rural handicrafts and artisan products.

Module 3 - Business Incubation and Acceleration

Key Topics

- Business incubation models and best practices, mentoring, and coaching for rural entrepreneurs.
- Business acceleration strategies, access to finance and investment for rural entrepreneurs.
- Overview of government schemes, grants, subsidies, and loans supporting rural enterprises.
- Marketing and branding for rural enterprises.
- Networking and collaboration opportunities for rural entrepreneurs.
- Monitoring and evaluation of rural enterprise development programmes.

Module 4 - Policy, Technology, and Sustainability

Key Topics

- Policy and regulatory framework for rural enterprise development and advocacy for supportive policies.
- Technology adoption and innovation in rural enterprises, introducing digital tools and e-commerce platforms.
- Sustainable practices for rural enterprises, including climate change adaptation and mitigation.

Pedagogy

- Case study
- Panel discussion
- Group activity
- Field visits
- Lectures and Discussions

PROJECT WORK

In any one of the above areas with reference to their country.