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# INTERNATIONAL TRAINING PROGRAMMES 2009-2010

Sponsored by the Ministry of External Affairs and the Finance, Government of India  
under ITEC/SCAAP and TCS of Colombo Plan Fellowship respectively

## Contents

<i>1st September to 23rd October 2009</i>	:	<b>Human Resorce Development and Entrepreneurship Education/Training (HRD-EE)</b>
<hr/>		
<i>5th October to 27th November 2009</i>	:	<b>Small Business Planning and Promotion (SBPP)</b>
<hr/>		
<i>5th October to 27th November 2009</i>	:	<b>Business Advisors' Training (BAT)</b>
<hr/>		
<i>1st Dececember 2009 to 22nd January 2010 :</i>		<b>Trainers' Training on Entrepreneurship and Promotion of Income Generation Activities (TT-EPIGA)</b>
<hr/>		
<i>1st Dececember 2009 to 22nd January 2010 :</i>		<b>Women &amp; Enterprise Development (WED) - A Trainers/Promoters Programme</b>
<hr/>		
<i>1st February 2010 to 23rd March 2010</i>	:	<b>Entrepreneurship for Small Business: Trainers/Promoters Programme (ESB-TP)</b>
<hr/>		
<i>1st February 2010 to 23rd March 2010</i>	:	<b>Trainers' Training on Sustenance and Growth of Self Help Groups (TT-SGSHGs)</b>

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## REGULAR INTERNATIONAL TRAINING PROGRAMMES 2008-2009

The Institute received the participants for the first time from the countries of Serbia and Marcedonia to its International Programmes. The regular programmes conducted during the year 2008-2009 by NIESBUD in International arena were:

1. **SMALL BUSINESS PLANNING & PROMOTION**
2. **BUSINESS ADVISORS' TRAINING PROGRAMME**
3. **ENTREPRENEURSHIP & PROMOTION OF INCOME GENERATION ACTIVITIES**
4. **WOMEN AND ENTERPRISE DEVELOPMENT – A TRAINERS/PROMOTERS PROGRAMME**
5. **ENTREPRENEURSHIP FOR SMALL BUSINESS TRAINERS/PROMOTERS PROGRAMME**
6. **TRAINERS' TRAINING ON SUSTENANCE AND GROWTH OF SHGs**

The **SBPP** programme was attended by 29 participants from 16 countries. The programme aimed at developing skills in planning and promoting business, preparation of business plans, appraising the projects and developing capabilities in managing small business successfully. The participants were also provided the opportunities to share the Indian varied experiences in promoting and developing small business in India by visiting the support organisations and small enterprises. While appreciating the Indian experiences in developing entrepreneurship, they drafted a back home action plan relevant to their back home situation.

The **BAT** programme of 8 weeks duration was organised by the Institute and attended by 9 participants from 7 countries. The main focus of programme was to develop skills and knowledge among the participants to become effective consultants and advisors to guide the potential as well as existing entrepreneurs in their countries. Each participant prepared the back home action plan suitable to their respective countries.

**TT-EPIGA** programme was conducted by the Institute. A total of 18 participants from 15 countries attended the programme. The participants were engaged in promoting income generation activities, developing micro enterprises and community development in their respective countries. They found the skills and knowledge having practical exposure gained during training, very effective and relevant in terms of Income Generation and Micro Enterprise Development particularly among rural poor women and low income groups of urban areas for their respective countries.

The **WED** programme was attended by 18 participants from 15 countries who represented Govt. and Non-Government organisations engaged & interested in women development. The programme was intensive and gender specific issues were dealt in the context of entrepreneurship development among women. NIESBUD wishes to focus more attention on women development in its future programmes.

**ESB-TP** programme was organised by the Institute. A total of 24 Trainers/ Promoters and Consultants from 15 countries attended the programme. Prime focus of the programme was on developing skills and ability among participants to become successful Trainers/ Promoters to organise the EDP programme in their back home situation. The participants were unanimous in their appreciation of the programme and were highly enthusiastic in carrying the torch of entrepreneurship forward to their respective countries.

The Institute organized the **two Special Programmes of 2 weeks duration**. A total of 40 participants from 10 Countries completed the programmes successfully. The main focus of the programmes was on small business and entrepreneurship development. Besides the classroom sessions, the participants were provided the opportunity to learn & share the varied Indian experiences in the area of entrepreneurship and process of small business development. The participants lauded the NIESBUD role particularly in entrepreneurship movement in real life situations and were highly motivated to do the same in their respective countries. The first programme was organised for the officials of Bangladesh while second programme for the youth of commonwealth countries in colloboration with centre for youth in Asia, Chandigarh.

The Institute conducted the first **TT-SG-SHGs** programme for eight weeks duration. A total of 18 participants from 10 countries attended the programme. The main objective of the programme as to understand the process of group formation and to learn the techniques for sustenance and growth of SHGs. Further the Indian experiences and approaches in SHGs and SMEs development were also shared with the participants. All the participants appreciated the Indian approaches and experiences in the area of micro finances, SHG Growth and Development . The Prathma Bank model in this area was memorable one for them. While lauding the role of NIESBUD in conducting such training programme they assured to send more participants in future for this programme.



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# HUMAN RESOURCE DEVELOPMENT AND ENTREPRENEURSHIP EDUCATION/ TRAINING (HRD-EE)

1st September to 23rd October 2009

**Duration : 8 Weeks; Fee : US\$ 5000**

Human Resource are the energies, skills, talent and knowledge of people. Every person has some sort of resource, latent or developed. The spirit of entrepreneurship helps the persons to practice the art of innovating ideas, products and services out of their knowledge, skills competencies and other resources available to them. Further entrepreneurship enables them optimize the use of individuals' resources to efficiently organize & manage innovations.

Thus Entrepreneurship is primarily human resource development concept, starting with sensing opportunity, generating ideas, products & processes, assessing & mobilizing resources & finally organizing & managing innovations to solve problems. It is a practice that has a knowledge and skill base. It is a purposeful task that can be organized and learnt. Through entrepreneurship training/education; growth is stimulated to make human resources productive for personal as well as societal benefit.

Presently the human resource development process does not include developing capacity to generate ideas, objects, processes and services which society can use to meet its needs and to attain progress. Higher, professional and vocational education partially emphasizes on application of knowledge and skill but this area is totally neglected in general education. Due to lack of capacity building, Human Resource Development process remains incomplete which can be get completed through entrepreneurship training/education. Therefore, entrepreneurship training intervention has a wide scope to develop such capacities for completing the process of human resource development. Keeping the need in view, NIESBUD has designed a special eight weeks International Program on **Human Resource Development and Entrepreneurship Education/Training (HRD-EE)**.

## OBJECTIVES

*The program has been designed to :*

- Develop the insight into the process of Human Resources Development Through Entrepreneurship
- Identifying individual resources, potential and application for entrepreneurial pursuits
- Enhancing capacity of sensing opportunity
- Designing & organizing innovations for optimal human resources utilization
- Develop learning ability to organize social application of Human Resources
- Understand how to develop a realistic action plan

## FOR WHOM

The program is suitable for the Senior Officials, Directors, Executives, Consultants engaged in Entrepreneurship Education, Human Resources Development, Management, Self Employment and Small Business Development working in Government, Non-Government Organizations, Universities, Business, Schools, Colleges, Banks etc

**The medium of instruction being English, adequate knowledge of English is necessary for effective participation in the course.**

## COURSE CONTENTS

### ***Entrepreneurship & Human Resource Development***

- Human Activities and Entrepreneurship
  - Entrepreneurship for package completion of Human Resource Development Process
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- Dynamics of Entrepreneurship
- Emerging trend/scope of Entrepreneurship

### ***Human Resource Development through Achievement Motivation***

- Motivating people for Excellence
- Understanding behavioral competencies
- Developing and strengthening qualities
- Heightening innovation & creativity
- Planning & resourcing support for success & growth
- Influence, leadership & organizing competencies

### ***Developing Planning & Launching Capacity***

- Techniques for Generating Ideas/Innovations
- Innovative Entrepreneurial Opportunities - National & Global
- Market Sensitivity
- Developing Project/Business Plan
- Project/Business Plan Appraisal Techniques
- Project Implementation and Monitoring
- Policies, Programs & facilities
- Resource Mobilization

### ***Acquiring Managerial Abilities***

- Enterprise Management Process
- Marketing products/ideas
- Managing Quality & Quantity
- WTO Orientation
- Managing Personnels
- Decision Making
- Stress Management

### ***HRD Officials Role & Responsibility***

- Assessment of Training needs
- Communication Skill
- Application of IT
- Emotional Intelligence
- Managing team & Conflict
- Assessing & Managing change

### ***Course Methodology***

The program is designed to heighten interaction amongst participants so that they can learn from each others experiences. The first phase of intensive experiential learning will be blended with structured exercises and skill practice. Besides, there will be case studies, role play, structured exercises, business games, discussions, work shops, individual and group assignment, practice sessions, in plant study and field visit so as to provide opportunity to

understand HRD in real life situations.

### **STUDY VISITS AND TOURS**

Participants will be taken on study tours for about two weeks to various development organizations and small business establishments within and out side Delhi. Kindly note that the tour being part of the study visit & shall be conducted entirely at the risk and responsibility of the participants.

### **MATERIALS TO BE BROUGHT BY PARTICIPANTS**

Each participant may be required to share experience of his respective country. For this purpose, he is required to bring the following information/items along with.

- Basic and statistical information about policies and programmes with special reference to Human Resources Development.
- Information about the organization/agencies and strategies used for promoting and developing entrepreneurship and human resources in his/her respective country.
- National Flag
- A letter from the sponsor indicating clearly allowance payable. if any, through, NIESBUD and details of lodging/boarding that participant is eligible for. NIESBUD, as agency on behalf of the sponsoring authority, provides facilities accordingly.

The participants are also advised to bring with them their national costumes, audiovisual or video materials which they wish to show to their fellow participants in cultural evenings and on other social occasions.

### **DURATION**

The 8 week HRD-EE program commences on 1st September and will conclude on 23rd October 2009 Participants are advised to reach NIESBUD at least a day before the commencement of the program.

### **FEE**

US\$ 5000 for self-financing candidates which includes tuition fee, board and lodge charges for the period of stay in Noida campus of the institute and travel/accommodation cost during study visit. The accommodation provided will be on a two-in-one basis. Medical and other expenses (including excess baggage, air ticket charges) are to be borne by the participants from their won sources of through fellowship from the nominating agencies.

On request, further details may be sought by self financing candidates.

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# SMALL BUSINESS PLANNING AND PROMOTION (SBPP)

5th October to 27th November 2009

**Duration : 8 Weeks; Fee : US\$ 5000**

Small business plays an extremely significant role in the development of a country's economy. Besides adding to the GDP, small businesses have great potential to successfully fight the universal problem of unemployment and provide excellent opportunity to maximise use of local resources. In many developing countries small businesses have become a real booster for exports and are providing import substitutes. Consequently, small business development has been taken up very seriously in the developing world.

Small business planning and promotion has become a professional task. It requires sensing of appropriate business opportunity, identifying projects based on market surveys, perceiving and mobilising resources, preparation of project reports, technology evaluation and finally meeting government formalities needed in the setting up of small business enterprises. Such small business opportunities as may be identified, require to be appraised by the entrepreneur from his perspective as also of the bankers and other support agencies to ensure success and supply of funds and other essential inputs. Such planning skills are not commonly present in potential entrepreneurs. These require to be developed through training, counselling and other promotional measures. For effective planning and promotion, several tools, techniques, methods and approaches, instruments and exercises have been evolved and tested in actual field conditions at NIESBUD by Er. Vinod Gupta and his colleagues. In India, rich experience of four decades has been gathered in developing small business through nationwide programmes. On an average, half a million youth are being developed every year to undertake small business as part of self-employment and entrepreneurship development programmes. To share such experience with the international community, NIESBUD has designed an 8-week exclusive programme on **Small Business Planning and Promotion (SBPP)**. The programme effectively enables participants to plan and promote small businesses.

## OBJECTIVES

*The programme has been specially designed to:*

- Develop insight and skills for planning and promoting small business.
- Understand and practise the use of various methods of sensing small business opportunities through environmental scanning, and various idea generation techniques.
- Prepare and appraise a project report / business plan suitable to the business location.
- Build capacity for locating and mobilising resources needed to organise and run small business successfully.
- Enable use and application of various tools techniques approaches for starting a small business.
- Help acquire the ability to motivate potential entrepreneurs for a small business; design and conduct training for prospective small business entrepreneurs.

## SPECIAL FEATURES

The course emphasis is on developing effective skills and entrepreneurial capability enabling participants to plan and promote small business as entrepreneurs, or function effectively as trainers/promoters/counsellors/consultants/managers of small business. It focuses on exercise/practice sessions and action planning to facilitate practical application of knowledge gained.

## FOR WHOM

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 industrial/small business development organizations. Prospective small business entrepreneurs can also be admitted to this course.

**The medium of instruction being English, adequate knowledge of English is necessary for effective participation in the course.**

## COURSE CONTENTS

### *Small Business Creation*

- Rationale and scope of entrepreneurship and small business development in developing economies.
  - 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.
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- Process of setting up and building enterprise.

### **Small Business Planning**

- Market Survey
- Project report preparation
- Technology evaluation and transfer
- Basic start up problems

### **Appraising Small Business Opportunities**

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

### **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 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

#### **Small Business Promoter's Role and Function**

- Developing curricula for self-employment/ entrepreneurship education and training.
- Planning EMT exercises for selection of potential small business entrepreneurs organising entrepreneurship development training for small business beneficiaries.
- Inter-institutional coordination and networking
- Consulting and counselling
- Training methodology
- Evaluation of EDPs

### **FIELD STUDIES**

- Study of various small enterprises
- Study of institutions promoting small business

### **COURSE METHODOLOGY**

The programme is designed to heighten interaction amongst participants so that they can learn from each other's experiences. The first phase of intensive experiential learning will be blended with structured exercises and skill practice. Besides, there will be case studies, role play, structured exercises, business games, discussions, workshops, individual and group assignment,

interaction with entrepreneurs, practice sessions, inplant study and field visit so as to provide opportunity to understand small business in real life situations.

### **STUDY VISITS AND TOURS**

Participants will be taken on study tours for about two weeks to various developmental organisations and small business establishments within and outside Noida. Kindly note that the tour being part of the study visits shall be conducted entirely at the risk and responsibility of the participants.

### **MATERIALS TO BE BROUGHT BY PARTICIPANTS**

Each participant may be required to share experiences of his respective country. For this purpose, he is required to bring the following information/ items:

- Basic and statistical information about policies and programmes with special reference to small business and self-employment;
- Information about the organisations/agencies and strategies used for promoting and developing entrepreneurship and small business in his respective country.
- National Flag.
- A letter from the sponsor indicating clearly allowance payable, if any, through NIESBUD and details of lodging/boarding that participant is eligible for. NIESBUD, as agency on behalf of the sponsoring authority, provides facilities accordingly. The participants are also advised to bring with them their national costumes, audio-visual or video materials which they wish to show to their fellow participants in cultural evenings and on other social occasions. Adequate warm clothing to suit temperatures around 10°C.

### **DURATION & ACCOMMODATION**

The 8-week SBPP Programme commences on 5th October and will conclude on 27th November 2009. Participants are advised to reach NIESBUD at least a day before the commencement of the programme. In the hostel, accommodation will be two-in-one sharing basis.

### **FEE**

US\$ 5000 for self-financing candidates which includes tuition fee, board and lodge charges for the period of stay in Noida campus of the institute and travel / accommodation cost during study visits. The accommodation provided will be on a two-in-one sharing basis. Medical and other expenses (including excess baggage, air ticket charges) are to be borne by the participants from their own sources.

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# BUSINESS ADVISORS' TRAINING (BAT)

5th October to 27th November 2009

Duration : 8 weeks; Fee : US\$ 5000

With the sudden and unprecedented change in the global economies, the professionals engaged in the field of Entrepreneurship Development, Business and Management Consultancy for small and medium enterprises, are experiencing considerable hardships in providing updated advisory/consultancy services for various business problems/issues.

A business advisor or a consultant may have budding entrepreneurs who want to set up an enterprise, existing entrepreneurs or special target groups (like women, etc.) as his clients.

These entrepreneurs may look for guidelines, solutions for selecting a business opportunity, business appraisal/feasibility of selected business, management methods, marketing techniques to fight out competitive situations, strategic business options/strategic management etc. So, a business advisor has to be a perfect bank/mine of knowledge to be able to meet the needs of the clients.

In today's situation of fast changing technology, market trends, fashions, international competition, a business consultant/advisor has to keep up his knowledge, skills, techniques and application of new methods/tools to be an effective professional. To develop such competent professionals, NIESBUD conducts an eight-weeks **Business Advisors' Training (BAT)** for senior level Advisors/Consultants/ Trainers of developing Countries.

## OBJECTIVES

- To develop the skill of participants in identifying business opportunities, project appraisal techniques, basic and applications of business finance, business management skills including strategic planning and management.
- To give an insight into policies and programmes for entrepreneurship development (in developing countries with specific reference to India) so as to design suitable policies and institutional system to match participant country's requirements.
- To upgrade the participants' knowledge in business environmental scanning, business implementation steps/procedures etc.
- To update the participants' knowledge in Environmental issues.
- To learn the contributions made by infotech to MSMEs

## FOR WHOM

The programme is suitable for business advisors/consultants/entrepreneurs and officials of consultancy institutions, government departments/ministries, development agencies, finance/investment corporations, consultants of NGOs/voluntary agencies and trainers /faculties from entrepreneurship promotion agencies.

**The medium of instruction being English, adequate knowledge of the English is essential for effective participation in the course.**

## COURSE CONTENTS

### *Entrepreneurship Development Model*

- Dynamics of Entrepreneurship Development
- Different approaches to Entrepreneurship Development
- International experiences in Entrepreneurship Development
- Policies and Programmes for promoting Entrepreneurship in India

### *Behavioural Competencies for Business Advisors*

- Motivating people to take up business activities
- Behavioural Competencies for Entrepreneurial Career
- Developing advisors' competencies in strengthening entrepreneurial qualities
- Planning for effective support

### *Process of Enterprise Building*

- Industrial potential survey methods
  - Techniques for identification & selection of business opportunities
  - Techniques for assessing market potential
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- Formulation of project report
- Project appraisal techniques
- Type of enterprises
- Assessing & mobilising resources-Institutional networking
- MSME development in India & its significance

### **Enterprise Management**

- Enterprise management process & function
- Marketing Management
- Financial Forecasting for Planning & Management of enterprise
- Total Quality Management
- Techniques for assessing enterprise sickness
- Information Technology and MSME

### **Business Advisor's Role in MSME Development**

- Techniques for Identification & Selection of Trainees
- Project Implementation & Monitoring
- Developing Negotiation Skills
- Effective Guidance & Counselling
- MSME Development & Environmental Issues
- Techniques/Methods for Enterprise Growth & Development
- Business Opportunities in Export and Waste Management

### **FIELD STUDIES**

- Visit to various industrial/business centres in different parts of India to study small enterprises.
- Visit to various entrepreneurship development institutions/agencies in India located in different parts of the country.

### **COURSE METHODOLOGY**

The training methodology includes lectures, case analysis, project analysis, group work/individual exercise, practice sessions, interface with experts, entrepreneurs, video films etc.

### **STUDY VISIT AND TOURS**

As a part of eight week programme, the participants will be taken on study tour for about two weeks to various developmental agencies/organisations and industrial units in Noida and to other parts of India. While all arrangements for travelling, lodging, unit

visit will be made by the Institute, the participants may kindly note that study visit to various parts of India is conducted entirely at the risk and responsibility of the participants. A study tour plan in advance will be provided to all the participants.

### **MATERIALS TO BE BROUGHT BY PARTICIPANTS**

Participants may be required to share experiences of their respective countries. For this purpose, they are required to bring the following information/items along with them. :

- Basic statistical information about policies and programmes with special reference to self-employment/Industrial Development.
- Information about the Organisations/agencies and strategies used for promoting and developing entrepreneurship and Business Development in their respective countries.
- National flag

The participants are also advised to bring with them the national costumes, audio visual or video materials which they wish to show to their fellow participants in cultural evenings and on other social occasions.

### **DURATION & ACCOMMODATION**

The eight week programme commences on 5th October and will conclude on 27th November 2009. The participants are advised to reach NIESBUD, at least a day before the commencement of the programme. In the hostel, accommodation will be on a two-in-one sharing basis.

### **FEE**

US\$5000 for self financing candidates, which includes tuition fee, board and lodge charges for the period in Noida campus of the institute and travel, accommodation cost during study visit only. The accommodation will be on a two-in-one sharing basis. Medical and other personal expenses (including excess baggage air ticket charges) are to be borne by the participants from their own sources or through fellowships from the nominated agencies. On request, separate details may be obtained by self financing candidates.

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# TRAINERS' TRAINING ON ENTREPRENEURSHIP AND PROMOTION OF INCOME GENERATION ACTIVITIES (TT-EPIGA)

1st December 2009 to 22nd January 2010

**Duration : 8 Weeks; Fee : US\$ 5000**

Experiences of the last few decades both in India and abroad, clearly show that it is possible to develop self employment and entrepreneurship through planned efforts. Organisations both government and non-government have been greatly appreciated for their deep involvement and commitment towards working for the development of rural population and low income groups of the urban areas. The majority of the population falls in this category. This task is perceived as massive and challenging. In order to help millions of such population, to raise their income level, such organisations require not only dedicated but also competent manpower to stimulate beneficiaries, provide them assistance in getting requisite support and sustenance of their economic activities. This requires specialised competencies on the part of promotional change agents which can be developed through training interventions. An awareness about these competencies may help all those involved in promoting income generation and self-employment to plan and organise such efforts more effectively. The varied Indian experiences in promotion of income generation activities and development of micro enterprise were shared with the people of more than 100 countries during various training courses. Based on such rich experiences NIESBUD has designed an eight weeks **Trainers' Training on Entrepreneurship and Promotion of Income Generation Activities, (TT-EPIGA)**, particularly for the developing countries.

## OBJECTIVES

*The program has been designed to:*

- Develop the insight into the process of entrepreneurship development for income generation.
- Sensitise and motivate people for initiating integrated community development
- Impart knowledge and skills for designing and planning, techniques for identifying, creating and developing the micro enterprises.
- Increase the capabilities to manage micro enterprises successfully.
- Understand how to develop a realistic plan for implementation of the training into practice.

## FOR WHOM

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.

**The medium of instruction being English, adequate knowledge of English is necessary for effective participation in the course.**

## COURSE CONTENTS

### ***Entrepreneurship Development and Income Generation***

- Entrepreneurship, scope and its significance
- Entrepreneurship process and income generation
- Different approaches to entrepreneurship development
- Skill training and employment generation
- Income generation and women development
- Income generation and community development
- Understanding group dynamics for income generation

### ***Behavioural Competencies for Micro Enterprises***

- Motivating people to take up micro enterprises
- Initiation of IGP
- Behavioural competencies for setting up and managing micro enterprises
- Developing trainers' competencies in entrepreneurial motivation training

### ***Micro Enterprise : Planning and Creation***

- Sensing business opportunity
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- Identification and selection of appropriate business opportunity
- Waste management & Income generation opportunities
- Micro Credit
- Income generation opportunities in export
- Assessing market potential
- Formulation of small business plan
- Estimating and mobilising resources
- Appraising of business plan

#### **Management of Micro Enterprises**

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

#### **Field Studies**

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

#### **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

#### **COURSE METHODOLOGY**

The methodology would comprise case studies, role plays, games and exercises, practice sessions, individual/group assignments, discussions, implant study and interaction with entrepreneurs and officials of the support agencies. A few training films will be shown to supplement the class work deliberations.

#### **STUDY VISITS AND TOURS**

Participants will be taken on study tours for about two weeks to various developmental organisations and micro enterprise establishments within and outside Noida. The tour will be part of the study visit

and shall be conducted entirely at the risk and responsibility of the participants.

#### **MATERIAL TO BE BROUGHT BY PARTICIPANTS**

Each participant may be required to share experiences of their respective countries. For this purpose, they are required to bring the following information/items along with them. :

- Basic statistical information about policies and programmes with special reference to income generation/micro enterprises
- Information about the organisations, agencies and strategies used for promoting and developing entrepreneurship and income generation/micro-enterprise in their respective countries.
- National flag
- The participants are also advised to bring with them the national costumes, audio visual or video materials which they wish to show to their fellow participants in cultural evenings and on other social occasions.

#### **DURATION & ACCOMMODATION**

The 8-weeks programme commences on 1st December 2009 and will conclude on 22nd January 2010. The participants are advised to reach NIESBUD at least a day before the commencement of the programme. The accommodation provided in international class hostel of the institute will be on two-in-one sharing basis.

#### **FEE**

US\$ 5000 for self-financing candidates which includes tuition fee, board and lodge charges for the period in Noida campus of the institute and travel, accommodation cost during study visits only. The accommodation will be on a two-in-one sharing basis, Medical and other expenses (including excess baggage, air ticket charges) are to be borne by the participants from their own sources or through fellowship from the nominating agencies.

On request, separate details may be obtained by self financing candidates.

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# WOMEN & ENTERPRISE DEVELOPMENT (WED)

## -A Trainers/Promoters Programme

1st December 2009 to 22nd January 2010

**Duration : 8 Weeks; Fee : US\$ 5000**

Women in the world constitute 50% of the total population. Undoubtedly their contribution is enormous towards economic development of any nation. However, the participation of most women in many developing countries is more in informal and unorganized sector. It has also been realized in last few years that the wide spread poverty and slow economic growth can be coped only with gainful sustainable economic activity amongst women. Thus it becomes important to give special attention to women.

Women in Enterprise Building has emerged as a concern and agenda for many policy makers, researchers, trainers, associations and organizations as well involved in women development. But simultaneous creation and development of small business among women has become a professional task. Although women, account for half the human resource available for economic development, most of the developing countries find it extremely difficult to develop such quality and skills among women to make them entrepreneurs. Socio-cultural values and attitudes, especially those towards work, risk, wealth, society task role and national requirements are some of the women-related factors that complicate the creation and development of small business by women.

On the other hand, a good deal of experience is now gathered for developing women as entrepreneurs by also organising them in groups for small business. In India, many such special programmes have successfully helped in the emergence of a large number of women entrepreneurs producing and dealing in all types of goods and services and thus making a women empowered. More than 3000 organisations are today promoting entrepreneurship in India through a variety of strategies, NIESBUD is an apex body for coordinating entrepreneurship and small business development activities in India. Based on national and international experiences, NIESBUD has formulated a course on **Women & Enterprise Development (WED) — A Trainers/Promoters Programme** particularly for the developing countries. The programme is designed to provide skills, ability and capability for enterprise development through women development programme.

### FOR WHOM

The programme is recommended for Senior Executives/Directors/Officials/Trainers/Researchers of Organisations/Institutions working for Development of Women, Developmental Organizations and Women Entrepreneurs' Associations engaged in assisting women in the creation and development of small business ventures. Prospective women entrepreneurs can also benefit from the programme. 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.

**The medium of instruction being English, adequate knowledge of English is necessary for effective participation in the course.**

### OBJECTIVES

*The course is designed to enable participants to*

- Understand the Process of Women Empowerment through Entrepreneurship Development;
- Develop effectiveness in dealing with gender issues and increasing gender sensitization;
- Develop skills in mobilizing and organising women in recognition of women's potential as agents for social change;
- Practice necessary skills of enterprise creation;
- Acquire ability and capabilities of deciding about new venture opportunities, planning, organising and successfully managing the Small Business/Enterprise;
- Improving the training skills and business development services including credit support and
- Improving monitoring and evaluation skills as well as impact assessment.

### COURSE CONTENTS

#### ***Women Empowerment through Enterprise Development***

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

#### **Small Business Creation**

- Types of business and self-employment opportunities
- Environmental scanning; sensing business opportunities
- Project selection
- Basic start-up problems
- Process of setting up and building enterprise
- Role of Government, Non-Government Organisations-Policies and programmes
- Formation of Self Help Groups
- Access to Micro Credit.

#### **Project Report Formulation**

- Understanding market-product matrix
- Market survey
- Determining project size
- Choosing the appropriate technology
- Estimation of costs
- Essential of project report
- Project report preparation
- Break-even analysis

#### **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
- Material management
- Total quality management
- Marketing management
- Managing conflict in social role
- Financial Management
- Personnel Management
- Problem-solving and innovation

#### **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

#### **COURSE METHODOLOGY**

The emphasis is on experiential learning through skill practice. The methodology employed would comprise of case studies, practice sessions, individual/group assignments, inplant study, discussions, games and exercises, and interactions with existing women entrepreneurs.

#### **STUDY VISITS AND TOURS**

Participants will be taken on study tours for about two weeks to various establishments both within and outside Noida. The tour will be part of the study visit and shall be conducted entirely at the risk and responsibility of the participants.

#### **MATERIALS TO BE BROUGHT BY PARTICIPANTS**

Each participant may be required to share experiences of their respective countries. For this purpose, they are required to bring the following information/items along with them:

- Basic statistical information about policies and programmes with special reference to small business;
- Information about the organisations/agencies and strategies used for promoting and developing entrepreneurship and small business in their respective countries;
- National Flag.

The participants are also advised to bring with them their national costumes, audio-visual or video materials which they wish to show to their fellow participants in cultural evenings and on other social occasions.

#### **DURATION & ACCOMMODATION**

The 8-weeks WED course commences on 1st December 2009 and will conclude on 22nd January 2010. Participants are advised to reach NIESBUD at least a day before the commencement of the programme. In the hostel, accommodation will be on a two-in-one sharing basis.

#### **FEE**

US\$ 5000 for self financing candidates, which includes tuition fee, board and lodge, charges for the period of stay in

Noida campus of the Institute and travel, accommodation cost during study visits only. The accommodation provided will be on a two-in-one sharing basis. Medical and other expenses (including excess baggage, air ticket charges) are to be borne by the participants from their own sources or through fellowships from the nominating agencies.

On request, separate details may be obtained by self financing candidates.

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# ENTREPRENEURSHIP FOR SMALL BUSINESS: Trainers/Promoters Programme (ESB-TP)

1st February to 23rd March 2010

**Duration : 8 Weeks; Fee : US\$ 5000**

Developing entrepreneurship has proved to be crucial for promoting small business. Three decades of active growth in the area of entrepreneurship has brought maturity in programmes and strategies. It has proved its usefulness and has clearly demonstrated future promises. With growing experiences, however, the role of the trainer/promoter of entrepreneurship and small business has become more specialised and professionalised. Further, training has been found to be of significant importance in helping potential entrepreneurs to establish and run their enterprises successfully. To achieve all this, there is a need to develop a large number of professionally trained trainers/ promoters for entrepreneurship and small business development. Through training, such trainers/promoters would acquire and develop skills to motivate entrepreneurs, develop the ability in them for enterprise launching and the capability to manage their enterprises. India has gained varied and rich experience in developing such trainers/promoters who could successfully help entrepreneurs of different categories such as general, science and technology, women, educated unemployed youth, ex-servicemen, artisans, tribals etc., to select and run their small business successfully. NIESBUD, being the apex institute in India to coordinate and overview activities of institutes/agencies engaged in entrepreneurship and small business development, is continuously involved in training such trainers/promoters. In order to share such experience with other developing countries, NIESBUD has developed the **International Programme on Entrepreneurship for Small Business: Trainers/Promoters** for eight weeks duration.

## OBJECTIVES

*The program has been designed to enable participants to:*

- Develop appreciation of the entrepreneurship development process;
- Learn designing and conducting of entrepreneurial motivation training to prospective entrepreneurs;
- Acquire skills of identification of potential entrepreneurs and use appropriate selection techniques/tools for locating potential entrepreneurs;
- Understand the dynamics of enterprise launching; covering the ability of scanning opportunity, project formulation and appraisal and mobilising resources;
- Gain capability of guiding first generation entrepreneurs in managing their enterprises successfully;
- Develop insight in planning and extending support to the prospective entrepreneurs in setting up their enterprises;
- Be able to diagnose and counsel existing entrepreneurs and small business owners in the modernisation, diversi- fication/expansion and rehabilitation of their ongoing units.

## SPECIAL FEATURE

The course emphasises on developing skills and ability among participants to mature into successful trainers/ promoters in the future, and accordingly pays greater importance to exercises/practice sessions. *Back-home action* plan forms a significant part of the training, ensuring internalisation of the total training.

## FOR WHOM

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.

**The medium of instruction being English, adequate knowledge of English is necessary for effective participation in the course.**

## COURSE CONTENTS

*Entrepreneurship and Entrepreneurial Quality Development*

- Rationale and scope of entrepreneurship and small business development in underdeveloped and developing economies.
  - Dynamics of entrepreneurship development. Integrated approaches to entrepreneurship development, international experience and outcome.
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- Training for development of entrepreneurship-content, methodology and trainers.
- Developing trainers' competence in strengthening entrepreneurial quality-Entrepreneurial Motivation Training.

### **Enterprise Launching / Resourcing**

- Scanning the environment and sensing opportunities for small business
- Product/service selection
- Process of setting up and building enterprises
- Role of Government policies and programmes
- Planning, formulation and appraisal of project
- Market survey
- Mobilising resources-institutional network

### **Enterprise Management**

- Personnel
- Supply Chain Management
- Production
- Business Process Re engineering
- Marketing
- Finance
- Total quality management
- Leadership and Team Building

### **Promoter's Role and Functions**

- Identification and selection of techniques/tools.
- Implementing strategies for identification and selection for different categories of entrepreneurs.
- Industrial extension-concept, process and methods.
- Curriculam design
- Counselling for modernisation, diversification/expansion and rehabilitation.
- Feedback, monitoring and evaluation

### **Field Studies**

- Study of small scale enterprises of different types.
- Study of the institutions promoting entrepreneurship and small industry.

### **COURSE METHODOLOGY**

The programme is designed to heighten interaction among participants and with the faculty so that participants can learn from each other's experiences. The first phase of intensive experiential learning will be blended with simulated exercises such as case studies, role play, structured experience, business games,

workshops, individual and group assignments and face to face interactions with entrepreneurs. Field studies will provide the opportunity to observe small businesses in real-life situations. It is also designed to provide a lot of insights that can be adopted in their back-home situations.

### **STUDY VISITS & TOURS**

Participants will be taken on a two weeks' study tour to various developmental organizations and small Industry establishments. Kindly note that the tour will be part of study visit and shall be conducted entirely at the risk and responsibility of the participants.

### **INFORMATION NEEDED FOR BETTER INTERACTION**

Each participant may be required to share experiences of their respective countries. For this they are required to bring the following information/items along with them:

- Basic statistical information about policies and programmes with special reference to small business;
- Information about the organisation/agencies and strategies used for promoting and developing entrepreneurship and small business in their respective countries;
- National flag.

The participants are also advised to bring their national costumes, audio-visual or video materials which they wish to show to their fellow participants in cultural evenings and on other social occasions.

### **DURATION & ACCOMMODATION**

The 8-weeks ESB-TP Programme will commence on 1st February and conclude on 23rd March 2010. Participants are advised to reach NIESBUD, at least a day before the commencement of the course. The accommodation provided in the institute hostel will be on two-in-one sharing basis.

### **FEE**

US\$ 5000 for self financing candidates, which includes tuition fee, board and lodge, charges for the period of stay in Noida campus of the Institute and travel, ccommodation cost during study visit only. The accommodation provided will be on a twin sharing basis, Medical and other personal expenses (including excess baggage, air ticket charges) are to be borne by the participants from their own sources or through fellowships from the nominating agencies.

On request, separate details may be obtained by self financing candidates.

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# TRAINERS' TRAINING ON SUSTENANCE AND GROWTH OF SELF HELP GROUPS (TT-SGSHGs)

1st February to 23rd March 2010

Duration : 8 Weeks; Fee : US\$ 5000

The concept of the Self Help Group has been becoming popular in India and internationally. The announcement of various income generation and employment generation schemes by the Government of different countries are designed to provide the opportunities for poor and low-income population of rural as well as urban areas. Such population are engaged in economic activities and in setting up micro enterprises through self help groups in these countries. Many organizations have deep involvement and commitment towards SHG for the development of such population. The task is perceived as massive and challenging since majority of the population are in the lower income groups of these countries. Hence, there is a need to stimulate the self-help group, provide them assistance in getting support, sustenance and growth of their economic activities. This requires specialized competencies, which can be developed through entrepreneurship training.

The entrepreneurship orientation and awareness about these competencies may help all those promoters and officials to plan the sustenance, growth of SHGs and to organize them more effectively. It is necessary to train a large number of officials for developing self-help groups in these countries. To share such experience with the international community, NIESBUD has designed an eight weeks' **Trainers' Training on Sustenance & Growth of Self Help Groups**.

## OBJECTIVES

- To understand the process of group formation
- To enhance capacity for sensing opportunity, identifying resources, potential and its application
- To impart knowledge & skills to create and manage income generation activities successfully by SHGs
- To develop capacity for SHG development and growth
- To formulate an action plan suitable for SHGs

## COURSE CONTENTS

### ***Process of Self Help Groups Formation***

- Need for group activity
- Formation of Self Help Groups
- Group Dynamics
- Saving & Micro Credit
- Rating of Self Help Groups/NGO
- Building Self Help Groups & Leadership
- SHG & Cluster Development

### ***Entrepreneurship Orientation for SHGs***

- Understanding Entrepreneurship
- Entrepreneurship and Self Help Group activity
- Capacity Building for SHG Development

### ***Developing Entrepreneurial Motivation***

- Motivating people for self help group
- Attitudes, competencies & skills
- Achievement motivation
- Risk taking behaviour
- Investment Orientation
- Emotional Intelligence

### ***Business Idea Generation***

- Sensing new opportunities
  - Market survey
  - Opportunity based on skills/trade/services
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### **Enterprise Feasibility**

- Material resources
- Skill & technology
- Market Access

### **Marketing**

- Consumer behaviour
- Selling techniques
- Rural marketing
- Costing & pricing of SHG products
- Maintaining books of accounts

### **Preparing SHGs for Action**

- Negotiation skill
- Communication skill
- Marketing linkages—constraints & opportunities
- Strategies for sustenance & growth
- Linkage & networking
- Developing plan of action

### **FIELD STUDIES**

- Study of institutions engaged in promoting & developing SHGs
- Study of micro enterprises and income generation projects run by SHGs

### **FOR WHOM**

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 and/or assisting promotion and development of income generation, micro enterprises and small businesses for Self Help Groups.

**The medium of instruction being English, adequate knowledge of English is necessary for effective participation in the course.**

### **COURSE METHODOLOGY**

The methodology would comprise case studies, role-play, games and exercises, practice sessions, individual/group assignments, discussions, inplant study and interaction with entrepreneurs and officials of the support agencies. A few training films will also be shown to supplement the class work deliberations.

### **STUDY VISIT AND TOURS**

Participants will be taken on study tour for about two weeks to various developmental organizations, income generation Self Help Group activities and micro enterprise establishments. The tour will be part of the study visit and shall be conducted entirely at the risk and responsibility of the participants.

### **MATERIAL TO BE BROUGHT BY PARTICIPANTS**

Each participant may be required to share experiences of their respective countries. For this propose, they are required to bring the following information/items along with them:

- Basic statistical information about policies and programmes with special reference to income generation/micro enterprises
- Information about the organizations, agencies and strategies used for promoting and developing income generation/micro enterprises in their respective countries through self help groups
- National flag
- The participants are also advised to bring with them the national costumes, audio-visual or video materials, which they wish to show to their fellow participants in cultural evenings and on other occasions.

### **DURATION & ACCOMMODATION**

The 8-weeks' programme commences on 1st February and will conclude on 23rd March 2010. The participants are advised to reach NIESBUD at least a day before the commencement of the programme. The accommodation provided in the international class hostel of the institute will be on two-in-one sharing basis.

### **FEE**

US\$ 5000 for self-financing candidates, which includes tuition

fee, board and lodge charges for the period in Noida Campus of the Institute and travel, accommodation cost during study visits only. The accommodation will be on a two-in-one sharing basis. Medical and other expenses (including excess baggage, air ticket charges) are to be borne by the participants from their own sources or through fellowship from the nominating agencies.

On request, self-financing candidates may obtain separate details.

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# FELLOWSHIP AND STIPEND

NIESBUD itself does not fund participation cost in any of the international training programmes. However, fellowships are usually made available by a number of agencies such as:

## INTERNATIONAL ORGANISATIONS

- Commonwealth Fund for Technical Cooperation (CFTC)
- United Nations Industrial Development Organisation (UNIDO)
- International Labour Organisation (ILO)
- International Development Research Centre (IDRC)
- World Bank (IBRD)
- United Nations Educational, Scientific and Cultural Organisation (UNESCO)
- United Nations Conference on Trade & Development (UNCTAD/GATT)
- United States Agency for International Development (USAID)
- Other agencies assisting developing countries in industrial development.
- Canadian International Development Agency (CIDA)
- Swedish International Development Agency (SIDA)

## ALLOWANCES PAYABLE DIRECTLY TO SCHOLARS

*Funding agencies/sponsoring organisations may adopt their own levels of awards currently in vogue in respect of:*

- International air travel
- Per diem allowances covering:-
- Stay at NIESBUD
- Stay outside NIESBUD during study visits within India
- Transit-international
- Medical care
- Outfit
- Books
- Contingencies such as unavoidable overstay, re-routing for international air travel etc. to an adequate extent.
- Embarkation fee on departure from India.

These cost indications are applicable to fellowship awards from funding agencies other than the Government of India.

For details of fellowship awards from the Government of India through the respective schemes of TCS of Colombo Plan, SCAAP, ITEC and other bilateral and regional arrangements, the High Commission/Embassies of India at respective locations may be contacted.

Persons getting fellowships under which the living allowance are less than US\$200 per month, are advised to bring private funding to make-up a total of at least \$200 per month. Participants are advised to carry adequate cash to cover contingencies such as enforced halts, re-routing of air travel, long distance telephone bills, emergencies during study visits within India, etc. Fellowships by their nature may not cover such contingencies.

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## REMITTANCES TO NIESBUD

Tuition fee, travel cost of study tour, nominee's board and lodge charges for stay at NIESBUD are to be paid to the Institute by the funding agency/sponsoring organisation (other than the Government of India) in free foreign exchange through a bank draft in favour of NIESBUD payable at Noida, U.P. Living allowances and other provisions may be paid direct to the participants in the form of traveller cheques or uncrossed bank draft, since the opening of a bank account by a foreigner in India needs special permission.

## WHOM TO CONTACT

Intending applicants or their organisations may contact High Commission/Embassy of India accredited to their country for details regarding fellowship awards available through the Government of India. For Fellowship awards from AARRO, Afro-Asian member countries may, however, contact the Secretary-General, Afro-Asian Rural Reconstruction Organisation, Plot No.-2 State Guest House complex, Chanakyapuri, New Delhi (India). For fellowship awards from CFTC, Common agency of CFTC headquarters at London (Commonwealth Secretariat, Commonwealth Fund of Technical Cooperation, Marlborough House, Pall Mall, London SW1Y5HX, England) may be contacted. For fellowships offered by other international agencies, regional office of these organisations in the respective countries may be contacted.

## NOMINATIONS

The entire process of making nominations, arranging fellowships etc., may be carried out in such a way that NIESBUD is in receipt of confirmed

nominations, backed up by funding, preferably a month prior to the commencement of the course. Course brochures may be obtained by candidates or sponsoring agencies from the Institute. Candidates sponsored and supported financially by their own organisations/governments may mail their nominations in original, direct to the NIESBUD. Others seeking fellowship offered by the Government of India or other funding agencies may forward copies of nominations to the institute for information. All correspondence in respect of nominations may be addressed to:

**Dr. Rishi Raj Singh, Director, Training (UEPA) & Training Officer (Mobile: 9818658897)**

**NATIONAL INSTITUTE FOR ENTREPRENEURSHIP & SMALL BUSINESS DEVELOPMENT (NIESBUD)**

A-23, Sector 62, Institutional Area, NOIDA-201301, U.P. India

Telephones: 91-120-2403062, 2403058/59/60/61/54/55/56 Fax:91-120-2403062/57 e-mail: rrsingh004@yahoo.in

You may also contact the following officials at their residence phone numbers in case of an emergency :-

(1) *Dr. Rishi Raj Singh, 91-11-26510234 (New Delhi)*

(2) *Mr. M.K.Gupta, Administrative Officer 91-11-27455261 (New Delhi)*

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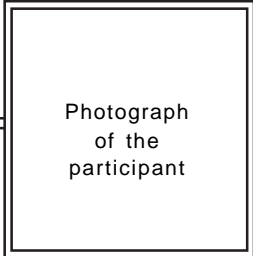
# NOMINATION FORM

HRD-EE  
 WED

SBPP  
 ESB-TP

BAT  
 TT-SGSHGs

TT-EPIGA



*Training Officer,*  
**National Institute for Entrepreneurship and  
Small Business Development (NIESBUD)**  
A-23, Sector 62, Institutional Area  
Noida - 201309 U.P. (India)

**(A) PERSONAL**

NAME IN FULL: .....

(LAST NAME) (MIDDLE NAME) (FIRST NAME)

DATE OF BIRTH: ..... AGE ..... PLACE OF BIRTH .....

PRESENT POST .....

PRESENT POSTAL .....

ADDRESS FOR COMMUNICATION: .....

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.....

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OFFICE ADDRESS: .....

.....

.....

TELEPHONE: Office ..... Residence .....

FAX No: .....

E-mail: .....

PASSPORT No: ..... VALID UPTO: .....

STATUS OF VISA: ..... VALID UPTO: .....

**(B) PERSON TO BE NOTIFIED IN CASE OF EMERGENCY:**

IN HOME COUNTRY: .....

.....

IN INDIA: .....

.....

**(C) SPONSORING ORGANISATION**

NAME OF ORGANISATION: .....

POSTAL ADDRESS: .....

E-mail: .....

TELEPHONE NO.: ..... FAX: .....

(D) EDUCATION (Attach extra sheets, wherever space is insufficient)

DETAILS OF DEGREE ACQUIRED: .....

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**(E) PARTICULARS OF REMITTANCE: DRAFT NO. ....**

DATE ..... AMOUNT .....

NAME OF BANK .....

.....

NAME AND DESIGNATION OF THE SPONSOR

SIGNATURE OF THE CANDIDATE