

**Training Programme On**  
**PROJECT IDENTIFICATION AND SELECTION**  
( 31 August - 4 September, 2009 )

**THE NEED**

Right business opportunity is the key to enterprise success. Most small industry entrepreneurs falter in sensing and identifying appropriate business opportunities; they set up the project without properly scanning the total economic environment.

Opportunity sensing is essential for new as well as existing entrepreneurs; once existing entrepreneurs reach the comfort stage in their project, new business opportunities need to be identified for enterprise sustenance, growth and development. In the present era of liberalization and globalisation, competition is increasingly intensifying. Growth opportunities abound for expansion, diversification or modernization, and for this entrepreneur needs to scan the emerging environment before finalizing the most optimal opportunity that maximizes gains from limited investment and resources.

Experience and also our latest countrywide research indicates most SSI entrepreneurs do not possess the right opportunity sensing skills and in the process commit costly and irreparable mistakes. The five-day training programme being organized by NIESBUD aims at equipping trainer-promoters of entrepreneurs as well as new/existing entrepreneurs with skills, tools and techniques necessary for sensing the right business opportunity that provides maximum profits and business opportunity for long-term sustenance/growth.

## **OBJECTIVES**

1. To develop understanding of the emerging business environment for identifying business opportunities, particularly SME;
2. To familiarize participant with tools and techniques for sensing the right opportunities.
3. To provide necessary skills for evaluating opportunities perceived in the newly liberalized and global environment.
4. To create personal experiences for sensing business opportunities in the day to day working of the industrial/business enterprise.
5. To generate appreciation of the scope and use of knowledge necessary for opportunity sensing so as to ensure healthy industrial growth.

## **METHODOLOGY**

Discussions and interface with technology experts to facilitate experiential learning. Case method and simulation exercises are extensively employed to enable participants practically understand the entire process of SSI Project Identification and Selection.

## **FACULTY**

**Er Vinod Gupta**, Director (PIS) is the Programme Director

Besides experts shall be invited from Technology Support Organisations and Business Guidance Centres.

## COURSE FEE

NIESBUD, being an Institute set up by the Govt. of India, charges a subsidized fee of Rs. 7,000/- on non-residential and Rs. 14,000/- on residential basis. The non-residential fee covers cost of training course material, tea, snacks etc. during programme. **No fee** for **SC/ST** candidates attending on non-residential basis (subject to submission of necessary certificate). A **discount** in fee of **20%** is admissible if nomination (early bird) is received before 16<sup>th</sup> July, 2009. Certificate shall be awarded on completion of programme.

The last date for receiving nominations is **21 August, 2009.**

## DATE & DURATION

The programme is offered on all five days.

## VENUE

NIESBUD Campus

The campus and the hostel are set in salubrious and sylvan surroundings conducive to academic learning. The campus is located in National Capital Region, appx 4 kms from Delhi-UP border on NH 24 (Hapur By-pass)

## PARTICIPANTS

This programme is designed for Trainers/Promoters/Consultants of entrepreneurship and self-employment in Small Industry/Small Business as also entrepreneurs, potential and existing.

## HOW TO APPLY

The duly filled enclosed nomination form alongwith a DRAFT drawn in favour of "**National Institute for Entrepreneurship and Small Business Development**" payable at NOIDA may kindly be sent to:

The Director (PIS)  
NATIONAL INSTITUTE  
FOR ENTREPRENEURSHIP &  
SMALL BUSINESS DEVELOPMENT  
A-23, Sector 62  
**NOIDA – 201301**  
Telefax: (95120)2403062

Tel: (95120)2403058, 2403051-61

E-mail: [vinodgupta5555@yahoo.com](mailto:vinodgupta5555@yahoo.com)  
Website: [www.niesbud.org](http://www.niesbud.org)

Nominated participants shall be advised separately about the programme arrangements.

Only nominations accompanied by requisite fee shall be confirmed. Each nomination should be accompanied by requisite fee and Nomination form. Additional nomination forms can be obtained from the Training Officer or typed.

Last date for receiving nominations:

**21 August, 2009**

**NOMINATION FORM**



**SSI PROJECT  
IDENTIFICATION  
& SELECTION**

(31 August – 4 Sept, 2009)

To be sent to:

The DIRECTOR (PIS)  
National Institute for  
Entrepreneurship & Small Business  
Development  
A-23, Sector  
**NOIDA – 201301**

Tel: (120)2403058

**1. Participant's particulars**

a. Name \_\_\_\_\_

b. Office  
Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phones: (with city code)

Residence: \_\_\_\_\_

Office: \_\_\_\_\_

c. Particulars of Previous Training  
courses attended (Use separate  
sheet)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

d. Age: \_\_\_\_\_ years

e. Qualification(s):  
\_\_\_\_\_

f. **Status:** Existing/Potential  
Entrepreneur/Trainer/Promoter/  
Manager

**2. Particulars of fee remittance:**

Cash/D.D. No. \_\_\_\_\_  
Dated \_\_\_\_\_  
Drawn on \_\_\_\_\_  
(Bank/Branch)  
\_\_\_\_\_ for Rs. **7,000/14,000**

**3. Particulars of Unit (for  
entrepreneurs)**

a. Item/s manufactured:  
\_\_\_\_\_  
b. Annual Sales \_\_\_\_\_  
\_\_\_\_\_  
c. Total Investment \_\_\_\_\_  
d. Established since \_\_\_\_\_

**4. Signature** \_\_\_\_\_

**Designation** \_\_\_\_\_

**Phone No.** \_\_\_\_\_