The National Institute for Entrepreneurship and Small Business Development (NIESBUD), an apex organization of the Ministry of Micro, Small and Medium Enterprises (MSME), Government of India, engaged in training, research and other interventions with the objective of promotion of entrepreneurship and development of small and micro enterprises in the country, has joined hands with the Sun Online Learning India Pvt. Ltd. for promoting the E-learning initiative (www.careerstrokes.com) developed by the Company for career planning, career enhancement and success in life.

A Memorandum of Understanding (MOU) to this effect was signed today between Shri Arun Kumar Jha, Director General, NIESBUD and Sri Kris Srikkanth, the former Captain of the Indian Cricket Team & Chairman of the National Selection Committee and Director of the Company at the Campus of the Institute at NOIDA.

The digital learning package consists of two Modules : Employability Skills and Entrepreneurship Skills. The Module(s) have been designed with the objective of equipping the students and professionals with the Skill Sets required to make them employable and/or successful entrepreneurs. The unique feature of the package is that each issue has been handled through giving analogy from cricket so that the learning becomes easy and interesting.

The understanding between the two organizations besides promoting the Initiative among the associates of the Institute is also expected to contribute towards promotion of entrepreneurial culture among different strata of the society through their holistic development etc.

NIESBUD has provided training to 1,27,768 persons as on September 30, 2012 through 4,764 different training programmes since its inception in July 1983. This includes 2,285 international participants hailing from more than 130 countries throughout the globe.

The main categories of the training programmes of the Institute are:-

- Trainers’ Training Programmes
- Management Development Programmes
- Orientation Programmes for Head of Departments (HOD) and Senior Executives
- Entrepreneurship-cum-Skill Development Programmes
- International Training Programmes
- Specially designed sponsored activities for different target groups
Besides, the Institute has completed different Research & Consultancy Assignments both for national and international clients as well.

The main objective of the EDPs and ESDPs being organized by the Institute is to motivate the increasing number of participants to opt for self-employment. The Institute provides hand-holding services to such persons. The Institute also assists the participants to find suitable wage employment.

<table>
<thead>
<tr>
<th></th>
<th>No. of Participants assisted for setting up of Units</th>
<th>No. of Participants assisted for Wage Employment</th>
<th>% of Total Persons Trained</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010-11</td>
<td>1,178</td>
<td>3,619</td>
<td>27.4</td>
</tr>
<tr>
<td>2011-12</td>
<td>1,359</td>
<td>5,573</td>
<td>21.6</td>
</tr>
<tr>
<td>2012-13</td>
<td>199*</td>
<td>1,628*</td>
<td>10.5*</td>
</tr>
</tbody>
</table>

* The figure is likely to improve over the next few months.

Of late, the Institute has been collaborating with different domestic and overseas/multi-lateral institutions for promotion of entrepreneurial culture/provision of support services for different target groups.

www.careerstrokes.com has already signed MOUs and thus associated with: -

1) Institute of Management Technology (IMT); Ghaziabad
2) Indian Institute of Management (IIM); Ranchi
3) Apparel Training Design Centres (ATDCs)
4) Anna University of Technology (AUT); Madurai
5) Institute of Human Resource & Development (IHRD); Govt. of Kerala
6) Lot of Pvt. Schools, Colleges and Corporates