

**NIESBUD in collaboration with UNDP invites
applications for
Master Trainers Training Program for Biz Sakhi (5 days)**



Number of participants per batch: 20 (Minimum)

Fees: Rs. 7000/- per participant for 5 days + GST

Type of Program: Non-residential

Venue and Dates: The following are the 5 States where the training program is scheduled. Participants can enrol themselves for the nearest location.

Sr. No.	State	District	Date	Closing date for sending nominations
1	Uttarakhand	Dehradun	14 th -18 th October,2019	20 th September, 2019
2	Uttar Pradesh	Lucknow	4 th -8 th November, 2019	31 st October, 2019
3	Uttar Pradesh	Noida (covering Delhi- NCR participants)	11 th -15 th November, 2019	1 st November, 2019
4	Telangana	Hyderabad	18 th - 22 nd November, 2019	6 th November, 2019
5	Jharkhand	Ranchi	18 th -22 nd November, 2019	6 th November, 2019

Background

Entrepreneurial context of women micro-enterprises has important gender related differences. Prior research on training of women entrepreneurs emphasize three types of service needs of women entrepreneurs: (a) entrepreneurship education that incorporates gender specific features (b) mentoring, networking, access- to market and financing that builds bridges to the business world and (c) entrepreneurial community building and advocacy that improve the external environment.

A woman entrepreneur contributes to the economic well-being of the family and community by removing poverty and creates employment opportunity. Through entrepreneurship, women will definitely acquire economic empowerment which in turn also results in better self-reliance, enhanced decision-making abilities, earn a good status in the family and have a better developed personal and social status in society. It is also a stated fact that mentoring is key to entrepreneurial success. A vast majority of first-generation entrepreneurs believe that mentorship has contributed to their 'ventures' success.

Creation of a cadre of mentors for entrepreneurship promotion is a well-accepted methodology and has been included in various rural development programs of the government. The aim is to create a 'cadre of mentors' from the local population who could encourage women from their local community towards entrepreneurial activities and handhold them in terms of business- related technical inputs and psychosocial support. In other words, the idea is to develop a cadre of 'Business Sakhis (Biz- Sakhis) as a local resource for entrepreneurship promotion.

The success of the mentorship model lies on the methodology and curriculum adopted for imparting training to these Biz-Sakhis. For this National Institute for Entrepreneurship and Small Business Development (NIESBUD) of Ministry of Skill Development and Entrepreneurship and National Institute of Rural Development and Panchayati Raj (NIRDPR) and UNDP with the support of School of Human Ecology, TISS has developed a robust mentorship course curriculum and training content for certifying these Biz-Sakhis. These community mentors will be certified by NIESBUD. The training to these Biz -Sakhis will be a combination of classroom training of 25 days and on the job field assignments which will be graded and assessed by NIESBUD certified Master Trainers.

After the Biz- Sakhi certification program, each Biz-Sakhi should be capable enough to conduct Entrepreneurship Awareness and Entrepreneurship Development Programs in their community. They will be able to provide support to local women entrepreneurs in their community and provide forward and backward linkages to them through supporting them in availing government schemes etc.

To enable the Biz- Sakhis to function and deliver effectively, they will themselves require continuous handholding and mentoring support. This will be provided through the Master Trainers empanelled and trained by NIESBUD. They will play a critical role in developing the cadre of Biz-Sakhi. The Master Trainers will impart the training to Biz-Sakhi as per the curriculum framework and design, handhold Biz-Sakhi during field visits, do their continuous assessment and evaluate them for certification.

In this context, National Institute for Entrepreneurship and Small Business Development will empanel and train Master Trainers across 6 States over a 5-day programme.

Objectives of the program

- To create a roster of Master Trainers who will provide all required support to develop cadre of 'Biz Sakhis' as a community mentor for women entrepreneurship promotion;
- To enhance knowledge and skill of participants on useful tools for promotion of women entrepreneurship in rural and urban areas;
- To expose participants to both business and psychosocial aspects of women entrepreneurship.

Methodology

The 5-day training session will include interactive classroom discussions, delivery of content through trainers of NIESBUD, group interaction and group work and mock and feedback sessions.

Resource Persons

Faculty Members of NIESBUD and other eminent faculties from the entrepreneurship ecosystem.

Eligibility Criteria

Any staff, faculties, trainers or experts belonging or attached to the following categories of agencies or institutes may self-nominate themselves or be recommended from their respective organisations/agencies.

- Any State government agencies working on entrepreneurship development and promotion.
- Any implementing agencies who promote entrepreneurship at local level including NGOs/CSOs.
- Any academic and training institute who promote entrepreneurship education.
- National and State level trainers and resource persons working in the field of entrepreneurship.

Application Procedure

Nominations may be submitted through the prescribed **google form** as enclosed below. Please note that all information is mandatory to be filled.

Selection Guideline

1. Please note nomination of any candidate does not necessarily guarantee that they will be selected. Selection will be done by a committee of experts by NIESBUD, keeping the broad objectives of mentorship program for entrepreneurship promotion.
2. Certified participants will have to roll out the Biz-Sakhi training program in their respective field areas.
3. The program is non-residential. Participants will have to make their own arrangements for to and fro expenses and for boarding and lodging.
4. Participants can select one of the closest preferred location as mentioned above.

About NIESBUD

The National Institute for Entrepreneurship and Small Business Development (NIESBUD) has been functioning from 6th July, 1983 as a registered Society. The administrative affairs of the Institute are being looked after by the Ministry of Skill Development and Entrepreneurship, Government of India.

The activities of the Institute focus upon Mentoring and Hand-holding the middle layer of Entrepreneurs/Prospective Entrepreneurs enabling them to start their enterprises/scale-up of the operations besides performing the existing revenue generating functions of training, research/evaluation and consultancy. The sprawling Campus of the Institute spread over 2.5 acre is situated in Sector 62, Noida. The Regional Centre of the Institute is at Dehradun.

The institute conducts various trainers training programs, is engaged in developing course curriculum on entrepreneurship education, conducts research and evaluation and also runs training cum incubation centres on its premises. The institute conducts training programs for participants of ITEC countries.

For any queries please contact:

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**Master Trainers Training Program for Biz-Sakhi
NOMINATION FORM (Link below)**

https://docs.google.com/forms/d/e/1FAIpQLScQjkd1jQfCMhCs7UmB1t3yT-nH_KdoxKghwcFNTtpoDt2bWQ/viewform