

INDIVIDUAL COURSE DETAILS

A. Name of the Institute	National Institute for Entrepreneurship and Small Business Development (NIESBUD)
B. Name/Title of the Course	Rural Enterprise Planning & Promotion (REPP)
C. Course Dates with Duration in Weeks <i>[note: dates may be fixed keeping in mind festivals, holidays, weather conditions, availability of accommodations, etc. No request for change in dates, once approved/ circulated will be entertained]</i>	From 03 July 2017 – 11 August 2017 6 Weeks / 1-1/2 Month
D. Eligibility Criteria for Participants 1. Educational Qualifications 2. Work Experience required, if any 3. Age Limit <i>[note: ITEC norms is 25-45 years]</i> 4. Target Group <i>[Level of participants and target ministries/departments etc. may be indicated]</i>	I) 'A' Level or Equivalent The medium of instruction being English, adequate knowledge of English is necessary for effective participation. II) Sufficient experience in the area of Entrepreneurship Education, Rural Management, and Small Business Development, working in Government, Non-Government Organizations, Universities, Business, Schools, Colleges, Banks etc. III) 25-50 Years (IV) The programme is suitable for the Senior Officials, Directors, Executives, Consultants engaged in Entrepreneurship, Cluster Development, Management, MS&ME Development working in Government, Non-Government Organizations, Universities, Business, Schools, Colleges, Banks etc.
E. Aims & Objectives of the Course	<u>OBJECTIVE</u> - To acquire skill & competencies for rural development - Procedure of Planning & implementing rural development - To prepare a plan of action of rural development
F. Learning Outcomes	Knowledge: The programme will help building the capabilities of trainers/promoters by enabling them to understand and appreciate the total spectrum of rural entrepreneurship development process, develop skills in organizing Entrepreneurial Motivation Training (EMT), understand the dynamics of rural micro enterprise launching; project formulation and appraisal and mobilizing resources. Skills:

	<ul style="list-style-type: none"> • Effective Rural Marketing & Selling Skills • Personal Skills – Leadership, Team Building, Interpersonal communication, Effective Negotiation, Creativity & Innovation, Training & Counseling • IT Skills – Digital Marketing • Problem Solving and Decision Making • Project Management – Time and Cost Management
<p>G. Course Contents / Syllabus <i>[please attach course details / profile]</i></p>	<p><u>COURSE CONTENTS</u></p> <p>Theories and Concepts of Rural Development</p> <ul style="list-style-type: none"> - Meaning, Nature, Scope, Approach to Development - Theories of Development: Various models of development - Rural Development: Concept, Nature and Scope of Rural Development. Strategies for Rural Development. - Issue areas in development and rural development - Policies & Programmes <p>Organizational Structure of Rural Development</p> <ul style="list-style-type: none"> - Rural Development and Panchayati Raj Structure at Central Level - Rural Development and Panchayati Raj Structure at State Level - Rural Development and Panchayati Raj Structure at Local Level - Issue areas in organizations of Rural Development and Panchayati Raj including 73rd Constitutional Amendment <p>Rural Societal Structure Issues and Economy</p> <ul style="list-style-type: none"> - Historical background of Rural India, Caste in different phase of Indian History - Caste in Modern India, Role of Caste in Societal Process - Caste Dynamics and its importance in policy making - Issue areas in Rural Society, Type, Caste, Backward Caste, SC/ST - Basic Structure of Rural Economy, Agriculture and Allied Sectors - Major Problems of Rural Economy <p>Cooperative Sector and Rural Development</p> <ul style="list-style-type: none"> - Concept and the growth of cooperation in the country, its importance and role in Rural Development - Various forms of cooperative societies, their structure and functions, rural credit - Employment of rural poor through cooperation movement, women cooperatives

- Problem areas in cooperative management, issues in cooperation and rural development

Planning for Rural Development

- Planning in India, Strategy and Approach
- Planning Commission: Organization, Working, Role in Planning
- National Development Council: Organization, Function, Role in Planning
- Planning Structure at State Level Organization, State Planning Board, District Planning Committee

Voluntary Sector in Rural Development

- Concept and Nature of Voluntary Sector, The Non-Government Organization (NGO), The Importance and Role in Rural Development
- Organization and Working of NGO, with reference to delivery system in rural areas like, fertilizer, seeds etc.
- Self-Help Group: Role and importance in rural development and poverty alleviation, limits and problems of SHGs
- NGO in planning at different levels, Association of NGO in programme implementation at local level

People and Governance

- Concept of Governance, importance and role with reference to profile, good governance concept
- Elements of good governance, good governance and the rural sector
- Participative governance, transparency, people-cultured governance

Rural Finance and Marketing

- Financing rural development, microfinance, central and state finance commissions
- Rural insurance, Crop insurance, need and importance
- Rural marketing (general), marketing of goods and service in rural sector
- Financing rural development through nationalized bankers, rural banks and other non-government agencies

Field Studies

Visit to various industrial/business centres engaged in managing rural enterprise in different parts of India.

H. Mode of Evaluation of performance of the participants

1. Individual assignment/presentation
2. Content & Originality
3. Group work
4. Study Visit reports
5. Action Plan preparation & presentation
6. Attendance
7. Overall behavior during program