

INDIVIDUAL COURSE DETAILS

A. Name of the Institute	National Institute for Entrepreneurship and Small Business Development (NIESBUD)
B. Name/Title of the Course	Trainers' Training on Promotion of Self Employment and Skill Development (TT-PSESD)
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 19 March 2018 – 20 April 2018 5 Weeks / 1 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, Human Resource Development, Management, Self Employment and Small Business Development and working in Government, Non-Government Organizations, Universities, Business, Schools, Colleges, Banks etc. III) 25-50 Years (IV) The programme is suitable for the Officials, Directors, Executives, Consultants engaged in Entrepreneurship Education, Human Resource development, Management, Self Employment and Small Business Development working in Government, Non-Government Organizations, Universities, Business, Schools, Colleges, Banks etc.
E. Aims & Objectives of the Course	The Programme has been designed to:- <ul style="list-style-type: none"> • Understand the Process of Entrepreneurship Development for Self-Employment • Develop skill in exploring and selecting appropriate project • Acquire ability and capability for setting up an enterprise and to manage it successfully and develop an action plan to use learning in back home situation
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 self employment and skill development process,

	<p>understand the various dynamics of enterprise launching; project formulation and it's appraisal and mobilizing resources.</p> <p>Skills:</p> <ul style="list-style-type: none"> • Hands on Training for making of Designer Chocolate, Bakery items, Artificial Jewelry, Handicrafts, etc • Effective 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
<p>G. Course Contents / Syllabus <i>[please attach course details / profile]</i></p>	<p><u>COURSE CONTENTS</u></p> <p>Entrepreneurship for Self Employment</p> <ul style="list-style-type: none"> - Need & scope of entrepreneurship development - Different approaches of entrepreneurship for self employment - Entrepreneurship & skill development - Developing skilled manpower - Cluster Development <p>Entrepreneurial Competencies for Self-Employment</p> <ul style="list-style-type: none"> - Motivating youth for self employment as career option - Understanding behavioural competencies for self-employment - Developing behavioural competencies for self-employment - Achievement planning for success in business <p>Creating Micro Enterprise</p> <ul style="list-style-type: none"> - Type of enterprises and self employment opportunities - Setting up an Micro Enterprise - Sensing self employment opportunities - Market Survey - Project report formulation - Institutional Networking - Project Appraisal Techniques <p>Managing the Micro Enterprise</p> <ul style="list-style-type: none"> - Small Business Management - Total Quality Management - Marketing Management - Financial Management - E-marketing - Information Technology

	<ul style="list-style-type: none"> - Growth & Sustenance - Monitoring & Evaluation <p>Field Studies</p> <ul style="list-style-type: none"> - Study of the organizations engaged in self-employment activities - Study of the Business Enterprises of the self-employed persons
<p>H. Mode of Evaluation of performance of the participants</p>	<ol style="list-style-type: none"> 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