

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 Self Help Groups Formation, Growth & Sustenance (TT-SHGFGS)
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 09 Oct. 2017 to 01 December 2017 8 Weeks/ 2 months
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 assisting for promotion and development of income generation, micro enterprise, community development, poverty alleviation, small businesses and Self Help Groups and working as Directors/senior executives/officials in government departments, banks, training institutions NGOs/voluntary organizations, universities research institutions, planning departments can get benefit in this program. III) 25-50 years IV) The programme is recommended for directors/senior executives/officials working in government departments, banks, training institutions, NGOs/voluntary organizations, universities, research institutions, planning departments, engaged and/or assisting promotion and development income generation, micro enterprises and small businesses for self help groups.
E. Aims & Objectives of the Course	<u>OBJECTIVES</u> <ul style="list-style-type: none"> • To understand the process of group formation • To enhance capacity for sensing opportunity, identifying resources, potential and its application • To impart knowledge & skill to create and manage income generation activities successfully by SHGs • To develop capacity for SHG development and growth
F. Learning Outcomes	Knowledge: The programme will help building the capabilities

	<p>of trainers/promoters by enabling them to understand how to create and manage income generation activities successfully by SHGs, develop capacity for SHG development and growth and formulate an action plan suitable for SHGs.</p> <p>Skills:</p> <ul style="list-style-type: none"> • Personal Skills – Leadership, Team Building, Interpersonal communication, Effective Negotiation, Creativity & Innovation, Training, Mentoring & Counseling • Effective Rural Marketing & Selling Skills • 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>Process of Self Help Group Formation</p> <ul style="list-style-type: none"> - Need for group activity - Formation of Self Help Group - Group Dynamics - Saving & Micro Credit - Rating of Self Help Group/NGO - Building Self Help Group & Leadership - SHG & Cluster Development <p>Entrepreneurship Orientation for SHG</p> <ul style="list-style-type: none"> - Understanding Entrepreneurship - Entrepreneurship and Self Help Group activity - Capacity Building for SHG Development <p>Developing Entrepreneurial Motivation</p> <ul style="list-style-type: none"> - Motivating people for self help group - Attitudes, competencies & skills - Achievement motivation - Risk taking behaviour - Investment Orientation - Emotional Intelligence <p>Business Idea Generation</p> <ul style="list-style-type: none"> - Sensing new opportunities - Market survey - Opportunity based on skills/trade/services <p>Enterprise Feasibility</p> <ul style="list-style-type: none"> - Material resources - Skill & technology - Market Access <p>Marketing</p> <ul style="list-style-type: none"> - Consumer behavior - Selling techniques - Rural marketing - Costing & pricing of SHG products - Maintaining books of accounts - E-marketing

	<p>Preparing SHGs for Action</p> <ul style="list-style-type: none"> - Negotiation skill - Communication skill - Competitiveness - Marketing linkages-constraints & opportunities - Strategies for sustenance & growth - Linkage & networking - Developing plan of action <p>Field Studies</p> <ul style="list-style-type: none"> - Study of institutions engaged in promoting & development SHGs - Study of micro enterprises and income generation projects run by SHGs
<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