

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 Entrepreneurship and Promotion of Income Generation Activities (TT-EPIGA)
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 21 November 2016 to 13 January 2017 8 Weeks / 2Months
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 assisting for promotion and development of micro enterprise and small businesses, income generation, community development, social development, self-employment and entrepreneurship. Directors/senior executives/officials working in government departments, banks, training institutions, NGOs/voluntary organizations, universities research institutions, planning departments, engaged in 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 in assisting promotion and development of micro enterprises and small businesses for self employment.
E. Aims & Objectives of the Course	The Programme has been specially designed to: <ul style="list-style-type: none">• Develop the insight into the process of entrepreneurship development for income generation• Sensitize and motivate people for

	<p>initiating integrated community development</p> <ul style="list-style-type: none"> • Impart knowledge and skills for designing and planning, techniques for identifying, creating and developing the micro enterprise. • Increase the capabilities to manage micro enterprise successfully. • Understand how to develop a realistic plan for implementation of the training into practice.
<p>F. Course Contents / Syllabus <i>[please attach course details / profile]</i></p>	<p><u>COURSE CONTENTS</u></p> <p>Entrepreneurship Development and Income Generation</p> <ul style="list-style-type: none"> - Entrepreneurship, scope and its significance - Entrepreneurship process and income generation - Different approaches to entrepreneurship development - Skill Training and employment generation - Income generation and women development - Income generation and community development - Understanding group dynamics for income generation <p>Behavioral Competencies for Micro Enterprise</p> <ul style="list-style-type: none"> - Motivating people to take up micro enterprise - Initiation of IGP - Behavioural competencies for setting up and managing micro enterprise - Developing trainers competencies in entrepreneurial motivation training <p>Micro Enterprise Planning and Creation</p> <ul style="list-style-type: none"> - Sensing business opportunity - Identification and selection of appropriate business opportunity - Waste management & income generation opportunities - Micro Credit - Income generation opportunities in export - Assessing market potential - Formulation of small business plan - Estimating and mobilizing resources - Appraising of business plan

	<p>Management of Micro Enterprise</p> <ul style="list-style-type: none"> - Marketing for micro enterprise - Creative selling techniques - Element of marketing mix - E-Marketing - Competitiveness - Innovative rural marketing - Determining cost and selling price - Accounting and book keeping for micro enterprise <p>Field Studies</p> <ul style="list-style-type: none"> - Study of institutions engaged in promoting income generation and micro enterprise development - Study of micro enterprises and income generation projects <p>Micro Enterprise Trainers/Promoters Roles and Functions</p> <ul style="list-style-type: none"> - Strategy for identification and selection of beneficiaries - Designing the training curriculum - Application of Information Technology - Monitoring and evaluation - Emotional Intelligence - Developing back home action plan
<p>G. Mode of Evaluation of performance of the participants</p>	<ol style="list-style-type: none"> 1. Individual assignment/presentation 2. Group work 3. Action Plan preparation & presentation 4. Overall behaviour in & outside the class

