

INDIVIDUAL COURSE DETAILS

A. Name of the Institute	National Institute for Entrepreneurship and Small Business Development (NIESBUD)
B. Name/Title of the Course	Women & Enterprise Development (WED) – A Trainers/Promoters Program
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 04 December 2017 to 27 January 2018 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 assisting women in creation and development of small business ventures, Development of Women. The officials male or female working in Developmental Organization and Women Entrepreneurs Associations industrial and small business development organizations, planning departments, financial institutions, commercial banks, research institutions and universities and NGOs/or development organization. Prospective women entrepreneurs can also benefit from the programme. III) 25-50 years IV) The programme is recommended for senior executives/directors/officials/trainers/researchers of organizations/institutions working for development of women, developmental organizations and women entrepreneurs' associations engaged in assisting women in the creation and development of small business ventures. Prospective women entrepreneurs can also benefit from the program. Persons engaged/working in industrial and small business development organizations, planning departments, financial institutions, commercial banks, research institutions and universities and NGOs/or development organizations would find the programme useful.
E. Aims & Objectives of the Course	The course is designed to enable participants to: <ul style="list-style-type: none"> • Understand the Process of Women Empowerment through Entrepreneurship Development • How to deal with gender related issues & improve gender sensitization effectively • Acquire ability and capabilities of deciding

	<p>about new venture opportunities, planning organizing and successfully managing the Small Business/Enterprise</p> <ul style="list-style-type: none"> • Improve the training delivery skills and business development services including credit support
<p>F. Learning Outcomes</p>	<p>Knowledge: The programme will help building the capabilities of trainers/promoters by enabling them to understand the process of Women Empowerment through Entrepreneurship Development, how to deal with gender issues, understand the dynamics of enterprise launching; project formulation and it's appraisal and mobilizing resources.</p> <p>Skills:</p> <ul style="list-style-type: none"> • Personal Skills – Leadership, Team Building, Interpersonal communication, Effective Negotiation, Creativity & Innovation, Training, Mentoring & Counseling • Managing women led enterprises • IT Skills – Digital Marketing • Project Management – Time and Cost Management • Problem Solving and Decision Making
<p>G. Course Contents / Syllabus <i>[please attach course details / profile]</i></p>	<p>COURSE CONTENTS</p> <p>Women Empowerment through Enterprise Development</p> <ul style="list-style-type: none"> - Women, poverty, gender and development - Gender sensitization in support organizations - Need for economic empowerment - Process of empowering women through enterprise building - Entrepreneurial Competencies for Women Empowerment - Characteristics of Women Entrepreneurs - Determination of Entrepreneurial Potential among women - Motivational Techniques/Strategy for success among women <p>Small Business Creation</p> <ul style="list-style-type: none"> - Types of business and self-employment opportunities - Environmental scanning; sensing business opportunities - Project selection - Basic start-up problems - Process of setting up and building enterprise

	<ul style="list-style-type: none"> - Role of Government, Non-Government Organization – Policies and programmes - Formation of Self Help Groups - Access to Micro Credit <p>Project Report Formulation</p> <ul style="list-style-type: none"> - Understanding market-product matrix - Market survey - Determining project size - Choosing the appropriate technology <p>Evaluating New Venture Opportunity</p> <ul style="list-style-type: none"> - Project appraisal techniques - Technical feasibility analysis - Assessing market opportunities and competition - Financial feasibility analysis - Assessing organizational and management capabilities <p>Small Business Management</p> <ul style="list-style-type: none"> - Orientation to small business management - Production and operation management - Materials management - Total quality management - Marketing management - Managing conflict in social role - Financial Management - Personal Management - Problem-solving and innovation - E-marketing - Competitiveness <p>Growth and Expansion</p> <ul style="list-style-type: none"> - Monitoring & Evaluation - Sustaining Enterprise through growth - Lobbying & Advocacy - International Networking - Formation of Women Federation <p>Field Studies</p> <ul style="list-style-type: none"> - Study of small enterprises of different types managed by women - Study of institutions promoting small business
<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