



Programme Schedule



Programme on Entrepreneurship for Small Business – Trainers/Promoters (ESB-TP) (22nd November – 3rd December 2021)



**THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP AND SMALL
BUSINESS DEVELOPMENT (NIESBUD)**

Ministry of Skill Development and Entrepreneurship, Govt. Of India

A-23, Sector-62, Institutional Area, Noida - 201309, UP, India

www.niesbud.nic.in



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Introduction

Entrepreneurs are often thought of as national assets. Path-breaking offerings by entrepreneurs, in the form of new goods and services, result in new employment, which can produce a cascading effect or virtuous circle in the economy. The stimulation of related businesses or sectors that support the new venture add to further economic development.

Thus, if successful, their revolutions may change the way we live and work as in addition to creating wealth from their entrepreneurial ventures, they also create jobs and the conditions for a flourishing society. Overall, this results in an improved quality of life, greater morale and economic freedom.

Thus, for the rapid development of society inculcating entrepreneurship is crucial for promoting small business and Development of entrepreneurship has become an important aspect of plan priorities worldwide.

With growing experiences, however, the role of the trainer/promoter of entrepreneurship and small business has become more specialized and professionalized.

Training plays a crucial role in cultivating and nurturing entrepreneurs and entrepreneurship by honing and refining their knowledge, skill and attitudes. Such trainers/promoters would acquire and develop skills to motivate entrepreneurs in developing the competencies in themselves for enterprise launching and managing their enterprises. Resulting in a positive impact on economy and society.

The need to train and develop a large number of professionally trained trainers/promoters for entrepreneurship and small business development is a foregone conclusion.

NIESBUD has gained diverse and cross domain experience in developing such trainers/promoters, who could successfully help entrepreneurs of different categories such as men, women, educated unemployed youth, school dropouts, ex-servicemen, artisans, tribal etc., to identify and run their entrepreneur ventures successfully.

With this expertise and understanding the importance of training in playing a significant role in helping potential entrepreneurs to establish and run their enterprises successfully, NIESBUD has designed a two-weeks International Programme on **Entrepreneurship for Small Business Trainers/Promoters (ESB-TP)**.

PROGRAMME OBJECTIVES

The programme has been designed to enable participants to:

- Develop appreciation of the entrepreneurship development process;
- Learn designing and conducting of entrepreneurial motivation training to prospective entrepreneurs;
- Acquire skills of identification of potential entrepreneurs and use appropriate selection techniques/tools for locating potential entrepreneurs;
- Understand the dynamics of enterprise launching; covering the ability of scanning opportunity, project formulation and appraisal and mobilizing resources.

DURATION

The Two-week programme commences on 22nd November 2021 and will conclude on 3rd December 2021.

The programme will run from Monday to Friday. Saturday and Sunday will be off days.

COURSE METHODOLOGY

Live On –Line Classes – Three hours every day (approx.)

Live Classes Methodology

The course is geared towards adult learning and uses participatory approaches as much as possible. A variety of methodologies will be used, including lecture/presentation, discussions, simulation exercises, debates, group work, video discussions, question and answers, demonstrations, practical sessions, small and large group exercises, role plays.

Evaluation

The participants will be evaluated based on the following evaluation system:

Evaluation Component	Details	Grading Weightage
Participation	Participants are expected to attend all classes, and active participation in class is required. Active participation is not just attending class, but it includes being well prepared and engaging in active discussions.	30%
Business Plan	The participants need to preparing their individual business plans as guided by the faculty during the course.	30%
Weekly Assessment	At the end of each week assessment comprising of Multiple-Choice Questions will be held based on the course content.	30%
Back home task plan	Participants will submit a back-home task plan in the format provided by the institute.	10%

The participants will be awarded grades – **A+/A /B+ /B** based on the scores obtained by them. The grade will be mentioned on the Certificate issued by the Institute online.

Grade	Score Obtained
A+	Between 80 - 100
A	Between 60 - 79
B+	Between 40 - 59
B	Below 40

STAY CONNECTED

Office Hours

The instructors will usually be available one-half hour before and after each class and by appointment or for telephone discussions on WhatsApp Call for either an appointment or a phone conversation.

CONTACT DETAILS

For general facilities, participants are welcome to contact the following: -

Head -International : **Dr. Poonam Sinha, Director (EE)**
director-ee@niesbud.gov.in

Training

Academic Coordination	Dr Saurabh Chandra	Saurabh.c@niesbud.gov.in +91 - 9643865772
IT Assistance	Mr. Love Goel	loveg@niesbud.gov.in +91 - 8130196411
Secretarial Assistance	Ms. Indu Agarwal	indu@niesbud.gov.in +91 - 8826894370
	Ms. Ranjeet Kaur	ranjeet@niesbud.gov.in 8826894372



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Date	Session	Time (IST)	Topic	Faculty
22.11.2021	I	4.00 PM – 4.15 PM	Programme Inauguration and Welcome of Participants	Dr Poonam Sinha Director - EE
	II	4.15 PM – 5.15 PM	Micro Lab	Sh Sunil Taneja
		5.15 PM – 5.30 PM	Break	
	III	5.30 PM – 6.30 PM	Country presentation on India and Briefing on Preparation for Country Presentation and preparation of country presentations	Sh Sunil Taneja
23.11.2021	I	11.00 AM – 12.00 PM	Country Presentation by Participants	Sh P K Arora/ Dr Saurabh
	II	12.00 PM – 1.00 PM	Country Presentation by Participants	Sh P K Arora/ Dr Saurabh
		1.00 PM – 1.30 PM	Break	
	III	1.30 PM – 2.30 PM	Country Presentation by Participants	Sh P K Arora/ Dr Saurabh
24.11.2021	I	11.00 AM – 12.00 PM	Understanding Entrepreneurship: Need, Relevance for Growth and Development	Dr Charvi Mehta
	II	12.00 PM – 1.00 PM	Dynamics of Entrepreneurial Motivation	Sh Jaysheelan Ganeshan
		1.00 PM – 1.30 PM	Break	

	III	1.30 PM – 2.30 PM	Understanding and developing Entrepreneurial competencies	Dr. S.P. Mishra
25.11.2021	I	11.00 AM – 12.00 PM	Characteristics of an Entrepreneur	Dr Poonam Sinha
	II	12.00 PM – 1.00 PM	Importance of Life Skills in Entrepreneurship Development	Sh Sunil Taneja
		1.00 PM – 1.30 PM	Break	
	III	1.30 PM – 2.30 PM	Business Opportunity Identification	Dr Charvi Mehta
26.11.2021	I	11.00 AM – 12.00 PM	Overview of Market Survey	Sh B S Sajwan
	II	12.00 PM – 1.00 PM	Concepts of International Marketing	Prof Arvind Khedkar
		1.00 PM – 1.30 PM	Break	
	III	1.30 PM – 2.30 PM	Assessment Week 1	Sh P K Arora
29.11.2021	I	11.00 AM – 12.00 PM	Types of Enterprises	Sh P K Arora
	II	12.00 PM – 1.00 PM	Digital Marketing	Sh Lalit Goyal
		1.00 PM – 1.30 PM	Break	
	III	1.30 PM – 2.30 PM	Micro Finance	Ms Sunita Sanghi
30.11.2021	I	11.00 AM – 12.00 PM	Entrepreneurship Support Ecosystem	Sh B S Sajwan
	II	12.00 PM – 1.00 PM	Preparation of Business Plan	Sh P K Arora
		1.00 PM – 1.30 PM	Break	
	III	1.30 PM – 2.30 PM	Incubation and its relevance for Livelihood Creation	Sh Jaysheelan Ganeshan
01.12.2021	I	11.00 AM – 12.00 PM	Customer Service Excellence	Sh Sanjay Bartwal
	II	12.00 PM – 1.00 PM	Marketing Management	Dr Saurabh
		1.00 PM – 1.30 PM	Break	
	III	1.30 PM – 2.30 PM	Personal Effectiveness for Organizational Excellence	Ms Rajni Sekhri
02.12.2021	I	11.00 AM – 12.00 PM	Enterprise Management	Sh D K Singh

	II	12.00 PM – 1.00 PM	Leadership Skills for Improving Performance	Dr Charvi Mehta
03.12.2021	I	11.00 AM – 12.00 PM	Curriculum Development for promoting Entrepreneurship	Dr Charvi Mehta
	II	12.00 PM – 1.00 PM	Assessment Week 1 and Guidance for Back Home Task	Sh P K Arora
		1.00 PM – 2.00 PM	Feedback and Programme Valedictory	Dr Poonam Sinha