
Online Master Trainers Training Program for Biz-Sakhis

(Community Based Mentors for Women Entrepreneurship Promotion and Empowerment)

25 October – 29 October 2021

The National Institute for Entrepreneurship and Small Business Development
(NIESBUD)

Ministry of Skill Development and Entrepreneurship, Govt. of India



Background to Training Program for Biz-Sakhis

Entrepreneurial context of women micro-enterprises has important gender related differences. Prior research on training of women entrepreneurs emphasize three types of service needs of women entrepreneurs: (a) entrepreneurship education that incorporates gender specific features (b) mentoring, networking, access- to market and financing that builds bridges to the business world and (c) entrepreneurial community building and advocacy that improve the external environment.

A woman entrepreneur contributes to the economic well-being of the family and community by removing poverty and creates employment opportunity. Through entrepreneurship, women will definitely acquire economic empowerment which in turn also results in better self-reliance, enhanced decision-making abilities, earn a good status in the family and have a better developed personal and social status in society. It is also a stated fact that mentoring is key to entrepreneurial success. A vast majority of first-generation entrepreneurs believe that mentorship has contributed to their 'ventures' success.

Creation of a cadre of mentors for entrepreneurship promotion is a well-accepted methodology and has been included in various rural development programs of the government. The aim is to create a 'cadre of mentors' from the local population who could encourage women from their local community towards entrepreneurial activities and handhold them in terms of business- related technical inputs and psychosocial support. In other words, the idea is to develop a cadre of 'Business Sakhis' (Biz- Sakhis) as a local resource for entrepreneurship promotion.

The success of the mentorship model lies on the methodology and curriculum adopted for imparting training to these Biz-Sakhis. For this National Institute for Entrepreneurship and Small Business Development (NIESBUD) of Ministry of Skill Development and Entrepreneurship and National Institute of Rural Development and Panchayati Raj (NIRDPR) and UNDP with the support of School of Human Ecology, TISS has developed a robust mentorship course curriculum and training content for certifying these Biz-Sakhis. These community mentors will be certified by NIESBUD. The training to these Biz -Sakhis will be a combination of classroom training of 25 days and on the

job field assignments which will be graded and assessed by NIESBUD certified Master Trainers.

After the Biz- Sakhi certification program, each Biz-Sakhi should be capable enough to conduct Entrepreneurship Awareness and Entrepreneurship Development Programs in their community. They will be able to provide support to local women entrepreneurs in their community and provide forward and backward linkages to them through supporting them in availing government schemes etc.

To enable the Biz- Sakhis to function and deliver effectively, they will themselves require continuous handholding and mentoring support. This will be provided through the Master Trainers empanelled and trained by NIESBUD. They will play a critical role in developing the cadre of Biz-Sakhi. The Master Trainers will impart the training to Biz-Sakhi as per the curriculum framework and design, handhold Biz-Sakhi during field visits, do their continuous assessment and evaluate them for certification.

Objectives of the program

- To create a roster of Master Trainers who will provide all required support to develop cadre of 'Biz-Sakhis' as a community mentor for women entrepreneurship promotion;
- To enhance knowledge and skill of participants on useful tools for promotion of women entrepreneurship in rural and urban areas;
- To expose participants to both business and psychosocial aspects of women entrepreneurship.

Methodology

The 5 day online training will include delivery of content through trainers of NIESBUD, interactive classroom discussions, group interaction, group work, mock and feedback sessions.

Resource Persons

Faculty Members of NIESBUD.

Eligibility Criteria

Any staff, faculties, trainers or experts belonging or attached to the following categories of agencies or institutes may self-nominate themselves or be recommended from their respective organisations/agencies.

- Any National/ State government agencies working on entrepreneurship development and promotion.
- Any implementing agencies who promote entrepreneurship at local level including NGOs/CSOs.
- Any academic and training institute who promote entrepreneurship education.
- National and State level trainers and resource persons working in the field of entrepreneurship.

Application Procedure

The participants may register themselves on NIESBUD Website. Nominations may be submitted to NIESBUD along with profile of participants through email at saurabh.c@niesbud.gov.in

Program Fee

The Programme Fee is Rs. 5900/- per participant (inclusive of GST). Participants can pay the programme fee online during registration. Organizations sponsoring the programme fee for nominated candidates may remit programme fee @ Rs. 5900/- per participant to NIESBUD Account.

Beneficiary Name: NIESBUD

Bank Account No.: 157801002070

IFSC Code: ICIC0001578

Branch: Sector 12, Noida C-2&3 Block Y, 348, Noida

PROGRAM SCHEDULE

TIME	SESSION
25.10.2021 (Day -1)	
11.00 AM– 11.15 AM	Welcome and Introductions
11.15 AM– 11.30 AM	Introduction to Biz-Sakhi Training Manual and Assessment mechanism of Master Trainers
11.30 AM– 12.30 PM	Psycho-social aspects of entrepreneurship mentorship: Part -1 – Understanding self
12.30 PM– 1.30 PM	Psycho-social aspects of entrepreneurship mentorship: Part -2 - Life Skill Education
1.30 PM– 2.30 PM	Lunch
2.30 PM – 3.30 PM	Psycho-social aspects of entrepreneurship mentorship: Part -3 – Mentoring -1
26.10.2021 (Day - 2)	
11.00 AM – 12.00 PM	Psycho-social aspects of entrepreneurship mentorship: Part -4 – Mentoring -2
12.00 PM – 1.00 PM	Psycho-social aspects of entrepreneurship mentorship: Part -5 – Wellbeing
1.00 PM – 2.00 PM	Lunch
2.00 PM – 3.00 PM	Mock sessions of Psycho Social
27.10.2021 (Day – 3)	
11.00 AM – 12.00 PM	Business Mentoring 1: Reduction of Poverty through Entrepreneurship
12.00 PM – 1.00 PM	Business Mentoring Part -2: Understanding Business and Business ideas
1.00 PM – 2.00 PM	Lunch
2.00 PM – 3.00 PM	Business Mentoring Part -3: Business Plan & Marketing plan
28.10.2021 (Day – 4)	
11.00 AM– 1.00 PM	Business Mentoring Part -4: Financial Literacy
1.00 PM – 2.00 PM	Business Mentoring Part - 5: Cost, Finance and cash flow
2.00 PM – 3.00 PM	Lunch
3.00 PM – 4.00 PM	Business Mentoring Part - 6: Tools and books of accounts
29.10.2021 (Day – 5)	
11.00 AM– 1.00 PM	Mock sessions of Business Component
1.00 PM – 2.00 PM	Lunch
2.00 PM – 3.00 PM	Field works, EAP and EDP Assessment and Certification of Biz-Sakhis
3.00 PM – 4.00 PM	Viva Voce and Program closure

About NIESBUD



The National Institute for Entrepreneurship and Small Business Development is a premier organization of the Ministry of Skill Development and Entrepreneurship, engaged in training, consultancy, research, etc. in order to promote entrepreneurship and Skill Development. The major activities of the Institute include Training of Trainers, Management Development Programmes, Entrepreneurship-cum-Skill Development Programmes, Entrepreneurship Development Programmes and Cluster Intervention. NIESBUD has provided training to 12,37,307 persons till date through 46,837 different training programmes since inception. This includes 5011 international participants hailing from more than 145 countries throughout the globe.

For Details Contact

Dr Poonam Sinha Director – Entrepreneurship Education, NIESBUD Email : director-ee@niesbud.gov.in	
Mr P K Arora Senior Advisor & Programme Director Contact : 9720447744 Email : pradeep.k.arora@gmail.com	
Dr Saurabh Chandra Senior Consultant Ph No 9643865772 Email: saurabh.c@niesbud.gov.in	Mr Rudra Pratap Singh Programme Coordinator Ph No 9457284506 Email : rudrasingh@niesbud.gov.in