



Programme Schedule



Programme on Entrepreneurship for Small Business – Trainers/Promoters (ESB-TP) (20th September 2021 to 1st October 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



**Programme on
Entrepreneurship for Small Business -
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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; Develop appreciation of the entrepreneurship development process;

DURATION

The Two-week programme commences on 20th September 2021 and will conclude on 1st October 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 by the following evaluation system:

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.

Weightage of marks

Participation will carry 30% of grade.

Business Plan or Project

Preparing a business plan of a project is required. This should represent significant effort and can take the form of a business plan, in the format given by the institute or a proposal or case study of an enterprise transformation initiative. Team or group projects will be encouraged. All project proposals must be approved in advance. Continuous advice and assistance will be available.

The project report will carry 30% of grade marking.

Multiple choice Test

At the end of each week a multiple-choice test/quiz will be held for 15 minutes consisting of 15 questions. The grading will be 30%.

Back home task plan

Participants will submit a back-home task plan in the format provided by the institute.

The grading will be 10%

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

S. No	Attendance & Participation (30)	Business Plan (30)	Assessment (30)	Back Home Task Plan (10)	Total (100)
A+					Between 80 - 100
A					Between 79-59
B+					Between 58-38
B					Between Below 38

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 NUMBERS

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

Head -International : Dr.Poonam Sinha
Director(EE)

Training

Academic Coordination	Ms. Rekha Bharadwaj	9810525583
Overall Administrative Co ordination	Mr. Ramesh Bhatia	9313490371
I.T. Requirements	Mr. Arunendra Singh	8130196411
Secretarial Assistance	Ms.Indu Agarwal	8826894370
	Ms.Ranjeet Kaur	8826894372



**Entrepreneurship for Small Business -
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11.00 to 3.45 P.M.**



Session	Timing
I	11.00 – 12.00 P.M.
II	12.30 – 1.45 P.M.
III	2.30 – 3.45 P.M.
Tea Break	12.15 – 12.30
Lunch Break	1.45 – 2.30 P.M.

Welcome Address by Dr. Poonam Sinha, Director (EE)

Day 1 20.09.21 Session	Session Title	Coverage	Faculty
II	Ice Breaking Session	Live Exercises for Participants to know one and other	Mr. Sunil Taneja
III	Country presentation on India and Briefing on Preparation for Country Presentation and preparation of country presentations	Country presentations on Social Cultural, Economic and other aspects of the participant's country for Day 2	Mr. Sunil Taneja
Day 2 21.09.21 Session	Session Title	Coverage	Faculty
I	Country Presentation	Presentation as prepared the previous day by each country Participants	Ms. Rekha Bharadwaj
II	Country Presentation	Presentation as prepared the previous day by each country Participants	Ms. Rekha Bharadwaj
III	Country Presentation	Presentation as prepared the previous day by each country Participants	Ms. Rekha Bharadwaj

Day 3 22.09.21 Session	Session Title	Coverage	Faculty
I	Understanding Entrepreneurship, Need, Relevance for Growth and Development	Importance of Entrepreneurship in Education Entrepreneurship education which aids students from various socioeconomic backgrounds to think innovatively and nurtures unconventional talents ensuring social justice, confidence building and economic stimulation.	Dr. Poonam Sinha
II	Dynamics of Entrepreneurial Motivation	*Understanding the Motivational Process Entrepreneurial Motivation *McClelland theory of Motivation *Significance of Achievement Motivation Vs. Entrepreneurial Motivation	Ms. Rita Sengupta
III	Understanding and developing Entrepreneurial competencies	To Understand entrepreneurial competencies To know their level of development through self rating questionnaire	Dr. S.P. Mishra
Day 4 23.09.21 Session	Session Title	Coverage	Faculty
I	Characteristics of Entrepreneurs	Characteristics of an entrepreneur which are required to become an entrepreneur	Dr. Poonam Sinha
II	Importance of Life Skills in Entrepreneurship Development	To understand that Life skills are abilities for adaptive and positive behaviour that enable Entrepreneurs to deal effectively with the demands and challenges of	Mr. Sunil Taneja

		life. Knowledge of Changing Life Skills Requirement in the present VUCA World particularly COVID-19 demands	
III	Identification of business opportunities	Identifying a viable business idea and transforming it into an opportunity. PESTLE analysis and other techniques. Steps to logically transform it into a Entrepreneurial venture.	Mr. Birendra Sajwan
Day 5 24.09.21 Session	Session Title	Coverage	Faculty
I	Overview of Market Survey	Methods of Marketing Survey	Dr. Saurab Chandra
II	Sensing Innovative Export Marketing Opportunities	Methodologies to Sense Export Marketing Opportunities	Prof. Arvind Khedkar
III	Multiple Choice Test of Week 1		
	Week 2		
Day 6 27.09.21 Session	Session Title	Coverage	Faculty
I	Types of Enterprises	Types of enterprises. Different types of legal entity which can be formed for running and starting an enterprise.	Mr. P.K. Arora
II	Digital Literacy and Financial Literacy	The role digital literacy for promoting entrepreneurship in the country. To understand that digital literacy refers to an individual's ability to find, evaluate, and compose clear information through writing and other media on various digital platforms.	Mr. Prabhakar Bahugune

III	Micro Finance	Sources of Micro Finance	Ms. Sunita Sanghi
Day 7 28.09.21 Session	Session Title	Coverage	Faculty
I	Entrepreneurship support eco system	Entrepreneurship support and enabling eco system	Mr. Birendra Sajwan
II	Preparing a Business Plan	How to formulate business plan, the different components of business plan Project Work on Preparing Business Plan	Mr. P.K. Arora
III	Project Management Skills for Successful small Business Entrepreneurs	Difference between projects & Operations. The Project Management cycle: Project planning Project implementation Project monitoring & control Project closing Success factors of project management	Mr. Sushant Sharma
Day 8 29.09.21	Session Title	Coverage	Faculty
I	Personal Effectiveness for Organizational Excellence of small Business Entrepreneurs	Innovative Leaders Role & Responsibility.	Ms. Rajni Sekhri
II	Innovative Marketing techniques for small business development	Features Entrepreneurial Marketing Market Research Segmentation. Positioning and Targeting Branding, Pricing, Distribution, Advertising, E-Promotions, Leveraging digital transformation to become customer centric for global competitiveness	Dr. Saurab Chandra
III	Service Orientation	Models of Negotiation for Entrepreneurial Success	Mr. Sanjay Bartwal

Day 09 30.09.21 Session	Session Title	Coverage	Faculty
I & II	Leadership Skills for Improving Performance	Impact of Coaching Skills	Mr. Varun Harnal
III	Enterprise Management	*Understand the different steps of enterprise management. *Skills to manage day-to-day processes such as inventory management, accounting, Human resources and customer relationship and other functional competencies	Mr. D.K. Singh
Day 10 Session 1.10.21	Session Title	Coverage	Faculty
I & II	Curriculum development for promoting entrepreneurship	Training Needs analysis Most effective methods of adult learning Designing an effective training programme Facilitation skills Techniques of Evaluating training programmes	Dr. Poonam Sinha
III	VALEDICTION	Journey through the programme Feedback Closing Remarks	Dr. Poonam Sinha Ms. Rekha Bharadwaj

