



**Training Programme**

**on**

**ENTREPRENEURSHIP DEVELOPMENT  
PROGRAMME**

**Sponsored by**

**Directorate General Resettlement**

**19 September to 09 December 2022**



## **Entrepreneurship Development Programme**

The Directorate General Resettlement (DGR) organizes employment oriented resettlement training courses for retired / retiring Armed Forces personnel to enhance their qualifications/skills to enable them to seek suitable employment after their retirement. With this mandate, a resettlement training course for Officers and JCOs on Entrepreneurship Development Programme has been allotted to the Institute to be conducted from 19 September 2022 to 09 December 2022.

In order to promote self-employment as a career option for the participants, the Institute has planned to cover entrepreneurial exposure also, through organizing sessions on Entrepreneurship, Entrepreneur and Enterprise, Financial literacy, Business plan preparation, Marketing techniques, Credit linkage, entrepreneurship support ecosystem, etc during the programme.

## Programme Schedule

Entrepreneurship Development programme 19 September 2022 to 09 December 2022. Sponsored by Directorate General Resettlement, Ministry of Defence.

| S. No | Subject Title   |
|-------|---|
| 1     | <b>Registration &amp; Inauguration</b>  |
| 2     | Introduction of Entrepreneurship Development programme  |
| 3     | Basic principles of EDP   |
| 4     | <b>Entrepreneurship and Entrepreneurial quality Development</b>   |
| 5     | Basic principles of EDP   |
| 6     | Rationale and scope of entrepreneurship and small business development in underdeveloped and developing economies                   |
| 7     | Dynamics of entrepreneurship development Integrated approaches to entrepreneurship development international experience and outcome |
| 8     | Identification and selection of techniques/tools  |
| 9     | <b>Behavioral competencies for micro enterprise</b>   |
| 10    | Motivating people to take up Micro Enterprise   |
| 11    | Behavioral competencies for setting up & managing micro enterprise  |
| 12    | Developing trainers competencies – entrepreneurial motivation training  |
| 13    | Essentials of store display, Introduction to sourcing and purchasing  |
| 14    | Entrepreneurship Management - Entrepreneurship Awareness Camp   |
| 15    | <b>Enterprise Launching/Resourcing</b>  |
| 16    | Scanning the environment and sensing opportunities for small business   |
| 17    | Product/service selection   |
| 18    | Market survey   |
| 19    | Mobilizing resources-institutional network  |
| 20    | <b>Enterprise Management</b>  |

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| 21 | Personnel<br>Production                                  |
| 22 | Marketing<br>Finance                                     |
| 23 | Total Quality Management<br>Leadership and Team Building |
| 24 | Consumer Behavior ,Customer relationship Management      |
| 25 | Entrepreneurship   |
| 26 | Entrepreneurial Motivation –(EMT Lab) and life skill     |
| 27 | Business Stimulation Game                                |
| 28 | <b>Promoter's Role and Functions</b>                     |
| 29 | Industrial extension-concept, process and methods        |
| 30 | <b>Field Studies</b>                                     |
| 31 | Project Report   |
| 32 | Hiring, SWOT   |
| 33 | Interpersonal skills, communication and interview skills |
| 34 | Digital Marketing  |
| 35 | <b>Validation</b>  |

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