

**TRAINERS' TRAINING PROGRAMME ON
EMPLOYABILITY, ENTREPRENEURSHIP
AND LIFE SKILLS FOR TRAINERS OF
CHHATTISGARH STATE SKILL
DEVELOPMENT AUTHORITY**

28 November – 2 December 2022

: Organized By :



**The National Institute for Entrepreneurship & Small Business
Development (NIESBUD)**

Ministry of Skill Development and Entrepreneurship, Govt. of India

: Sponsored by :

Chhattisgarh State Skill Development Authority (CSSDA)



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About the Programme

There has been a great deal of emphasis on developing entrepreneurship in the country to promote first generation entrepreneurs. Realizing the effective role of entrepreneurship in the process of industrialization in the developed countries, India and others developing nations viewed this as an effective measure to develop entrepreneurship to promote national production, balanced regional development, and dispersal of economic power and provide better employment opportunities.

It was stressed by researchers that the economic backwardness of a region might be attributed largely to inadequacy of the supply of entrepreneurship in the region. If this deficiency can be removed by developing entrepreneurship, the problem of unemployment will be solved and the region will be able to compete with the rest of the country. Moreover, it is a fact that the youth (18-35 age) contribute Forty percent (40%) of the total population of India. Therefore, it is important to encourage youth to take up entrepreneurship as a career for the growth and development of the country. Over the past few years, the government through various ministries has launched various skill development training programmes in the Country and tried to develop and enhance the skills of youth, so that they may be easily getting the employment in the market. The 2009 Skill and Entrepreneurship Development Policy clearly specified that skills-related training should become outcome-focused and linked to jobs and employability.

The vision of the national policy is over all human resource development and outcome in the form of enhancing their skills and ability according to the demand of industries. This will enhance the employment opportunities for the youth of the country. But again the question arises as the employability scenario; to how much skill youths can be observed by the Industries or by market. The Ministry of Skill Development and Entrepreneurship (MSDE) is acting as a catalyst in developing and enhancing the Skill of the youths according to the need of the industries.

Under this mission, the Ministry of Skill Development and Entrepreneurship has taken the initiative of promoting and spreading the Entrepreneurship Culture by including Entrepreneurship in the Skill training Programmes. NIESBUD has been conducting the Trainers Training Programmes on Employability, Entrepreneurship and Life skills for the trainers of NSDC/ SSDM/ Polytechnics/ ITIs on a regular basis and has received an overwhelming response from the participants. The ToT developed by NIESBUD for the trainers is an attempt to orient trainers on Entrepreneurship. The purpose of the ToT is to build the capacity of the trainers, so that they will be able to encourage, guide, and motivate the Trainees from the very initial stages of the program towards entrepreneurship & self-employment.

The outcome of this training will be that the Trainers will enhance their skill on entrepreneurship and will be able to give proper Counseling and guidance to the students who want to set up their enterprises.

Objective

The objectives of this training programme are:

- To impart Knowledge on Entrepreneurship;
- To upgrade the knowledge and skills of the participants on Entrepreneurial Motivation;
- To acquaint the participants about entrepreneurial opportunities;
- To make aware the participants about the entrepreneurial support ecosystem;
- To impart knowledge about basic management skills;
- To impart knowledge to participants on selecting the suitable entity for their enterprise;
- To impart knowledge and skills to participants on essential elements required for preparation of project report.

Course Contents

Micro Lab	Why Entrepreneurship - Concept & Importance	Life Skills/ Employability Skills	Entrepreneurial Motivation
Characteristics of an Entrepreneur	Business Opportunities Identification	Entrepreneurship Support Eco-System	Market Survey
Digital & Financial Literacy	Types of Enterprises	Procedure and Formalities for Bank Finance/	Enterprise Management

Programme Methodology

The programme methodology will consist of lecture, discussions, exercises, case studies and assignments. The training methodology will employ a Facilitated Learning Approach. It will be a mix of facilitator led courses which will have in-house and practical activities along with self-learning sessions.



Session Plan

The sessions will focus on the knowledge, skill, attitude and practice framework to bring about the desired change. The sessions are designed keeping in mind the role of Trainers in the entrepreneurship ecosystem. The session will cover broader aspects of entrepreneurship, entrepreneurial motivation, and supporting nano and micro enterprise, networking and leveraging other government schemes and policies of supporting entrepreneurship, effective liaisoning with banks for loans, preparation of business plan and management of enterprise. The sessions for the programme are:

SESSION	SESSION DETAILS
MICRO LAB	The session objective is to upgrade the knowledge and skills of the participants on how to conduct micro lab .The session will help them introduce themselves to the other participants when participants don't know each other. The micro lab is the most effective tool to begin to engage the interest and encourage the participation of attendees in a meeting or a training or team building session. By the end of the session, the participants will be able to understand that a well-selected icebreaker makes people comfortable enough to speak up.

WHY ENTREPRENEURSHIP - CONCEPT AND IMPORTANCE	<p>The session objective is to upgrade the knowledge and skills of the participants on importance of entrepreneurship in education .The session will help the participants to understand why it is important to integrate entrepreneurship in education system. By the end of this module, the trainees would be able to understand that entrepreneurship education aids students from various socioeconomic backgrounds to think outside the box and nurture unconventional talents and skills. It creates opportunities, ensures social justice, instills confidence and stimulates the economy.</p>
LIFE SKILLS AND EMPLOYABILITY	<p>The session objective is to upgrade the knowledge and skills of the participants on life skills and employability .The session will help the participants to understand the life skills and employability through various behavioral exercises. The trainees would be able to understand that Life skills are abilities for adaptive and positive behavior that enable humans to deal effectively with the demands and challenges of life. Employability Skills will help understand the skills that makes a student employable, besides Hard Skills, Employability skills play an important role in building professional careers.</p>
ENTREPRENEURIAL MOTIVATION (EMT)	<p>Entrepreneurship motivation is a practical laboratory consists of scientifically design behavioral exercises where participant will get an opportunity to analyze self through learning from feedback approach, also get the opportunity to manage self. The behavioral exercises on entrepreneurial motivation in Individual and group will motivate the participants to take up entrepreneurship as a career. The session objective is to upgrade the knowledge and skills of the participants on entrepreneurial motivation .The session will help the participants to understand the process of transforming an ordinary individual to a powerful businessman, who can create opportunities and helps in maximizing wealth and economic development.</p>
CHARACTERSTICS OF AN ENTREPRENEUR	<p>The session objective is to upgrade the knowledge and skills of the participants on characteristics of an entrepreneur. The session will help the participants to understand the different characteristics through various behavioral exercises and case studies. The trainees would be able to understand what are the</p>

	different characteristics required to become an entrepreneur by the end of this module.
BUSINESS OPPORTUNITY IDENTIFICATION	The session objective is to empower the trainees with the knowledge and skill which will help them to train and orient their students towards Entrepreneurship. This session helps the participant to upgrade their knowledge and skills on how to identify a viable business IDEA and transform it into an OPPORTUNITY. The modules is activity based and by the end of this module, the trainee would be able to understand and acquire knowledge on the steps to logically identify an opportunity and understand how the same needs to be further explored and transformed into a Entrepreneurial Venture.
ENTREPRENEURSHIP SUPPORT ECO-SYSTEM	The session objective is to upgrade the knowledge and skills of the participants on entrepreneurship support eco system. The session will help the participants to understand the role of entrepreneurship support and enabling eco system for promoting entrepreneurship in the country. The trainees would be able to understand that entrepreneurship ecosystem is the social and economic environment affecting local or regional entrepreneurship by the end of this module.
DIGITAL & FINANCIAL LITERACY	The session objective is to upgrade the knowledge and skills of the participants on digital literacy. The session will help the participants to understand the role digital literacy for promoting entrepreneurship in the country. The trainees would be able 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 by the end of this module.
DIGITAL MARKETING	The session objective is to impart knowledge on the key concepts of digital marketing, including advantages, limitations and planning. The session will help the participants to understand how effective social media management assists in promotion and lead generation.
AN OVERVIEW OF MARKET SURVEY	The session objective is to upgrade the knowledge and skills of the participants on market survey. The session will help the

		participants to understand the different methods of market survey for starting an enterprise. The trainees would be able to understand that market surveys collect data about a target market such as pricing trends, customer requirements, competitor analysis, and other such details by the end of this module.
TYPES OF ENTERPRISES	OF	The session objective is to upgrade the knowledge and skills of the participants on types of enterprises .The session will help you understand different types of legal entity which may be formed for running and starting an enterprise. By the end of this module, the trainee would be able to understand that there are several types of enterprise, each one distinguished by its legal ownership.
PROCEDURE AND FORMALITIES FOR BANK FINANCE	AND FOR	The session objective is to upgrade the knowledge and skills of the participants on procedure and formalities for bank finance. The session will help in gaining knowledge on step by step procedure and formalities which are required for seeking loan from the banks or financial organization. The trainee would be able to understand the policy and guidelines adopted by a bank and lending process in a systematic and methodical manner by the end of this module.
BUSINESS PLAN		The session objective is to upgrade the knowledge and skills of the participants on business plan. The session will help participants to understand different components of business plan. By the end of this module, the trainee would be able to understand that a business plan is a written document describing the nature of the business, the sales and marketing strategy, the financial background and contains a projected profit and loss statement.
ENTERPRISE MANAGEMENT		The session objective is to upgrade the knowledge and skills of the participants on enterprise management. The session will help the participants to understand the different steps of enterprise management. The trainees would be able to understand that Enterprise management is a term used for businesses to manage vital day-to-day processes such as inventory management, accounting, human resources and customer relationship management by the end of this module.

Assignments

The Participants will be given day wise assignments for the sessions covered on a particular Day. Assignments carry weightage of 30% in the final assessment.

Assessment

The participants will be required to undertake online assessment at end of programme. The assessment will of 30 minute duration in which the participants will be administered with multiple choice questions based on the course syllabus. Assessment carry weightage of 70% in the final assessment.

NB: The online exam will be conducted at the end of the programme. The certificate will be issued based on assessment. The participants who will score above sixty percent (including Assignment and Final Assessment) will be eligible for getting the certificate.

Conduct of Programme

The programme will be conducted at NIESBUD Noida campus.

Accommodation of Participants

The participants will be provided accommodation during the programme on twin sharing basis in NIESBUD Hostel. Breakfast and dinner will be provided to the participants at the place of stay. Working lunch and refreshment will be provided during training programme.

Certification

Participants completing the programme successfully will be awarded digitally signed e-Certificates by NIESBUD.

Programme Schedule

Day	Session	Timing	Topic	
28.11.2022		10.00 AM – 10.15 AM	Program Inauguration and Welcome of Participants	
	I	10.15 AM – 11.45 AM	Micro Lab	
		11.45 AM – 12.00 PM	TEA BREAK	
		12.00 PM – 1.00 PM	Why Entrepreneurship : Concept & Importance	
		1.00 PM – 2.00 PM	LUNCH BREAK	
		III	2.00 PM – 3.00 PM	Entrepreneurial Motivation
	IV	3.00 PM – 4.00 PM	Entrepreneurial Motivation (...contd.)	
		4.00 PM – 4.15 PM	TEA BREAK	
	V	4.15 PM – 5.15 PM	Importance of Life Skills in Entrepreneurship Development	
	29.11.2022	I	10.00 AM – 11.30 AM	Characteristics of an Entrepreneur
11.30 AM – 11.45 AM			TEA BREAK	
II		11.45 AM – 1.15 PM	Business Opportunity Identification	
		1.15 PM – 2.15 PM	LUNCH BREAK	
III		2.15 PM – 3.45 PM	Entrepreneurship Support Ecosystem	
		3.45 PM – 4.00 PM	TEA BREAK	
IV		4.00 PM – 5.30 PM	Business Simulation Games	
30.11.2022		I	10.00 AM – 11.00 AM	Market Survey
		II	11.00 AM – 12.00 PM	Type of Entreprises
			12.00 PM – 12.15 PM	TEA BREAK
	III	12.15 PM – 1.15 PM	Interface with Successful Entrepreneur	
		1.15 PM – 2.15 PM	LUNCH BREAK	
	IV	2.15 PM – 3.45 PM	Digital Marketing and Usage of Social media for Promoting Businesses	
3.45 PM – 4.00 PM		TEA BREAK		
V	4.00 PM – 5.30 PM	Entrepreneurial Accounting and Taxation		
01.12.2022	I	10.00 AM – 11.30 AM	Procedure and Formality for Bank Finance; Preparation of Business Plan	
		11.30 PM – 12.00 PM	LUNCH	
		12.00 PM – 6.00 PM	Field Visit - NSIC Incubation Centre	
02.12.2022	I	10.00 AM – 11.30 AM	Incubation : Concept and Process	
	II	11.30 AM – 11.45 AM	TEA BREAK	
		11.45 AM – 1.15 PM	Regulatory Compliances for Starting an Enterprise	
		1.15 PM – 2.15 PM	LUNCH BREAK	
		IV	2.15 PM – 3.45 PM	Enterprise Management
		3.45 PM – 4.00 PM	TEA BREAK	
		V	4.00 PM – 4.45 PM	Assessment and Feedback
			4.45 PM – 5.00 PM	Programme Valedictory

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 12,88,225 persons till date through 48,700 different training programmes since inception. This includes 5,134 international participants hailing from more than 145 countries throughout the globe.

For Details Contact

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