

# eITEC PROGRAMME ON ENTREPRENEURSHIP FOR SMALL BUSINESS TRAINERS/PROMOTERS PROGRAMME (ESB-TP)

(06.10.2022 TO 19.10.2022)



NATIONAL INSTITUTE FOR ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT  
MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP,  
GOVT. OF INDIA

# INTRODUCTION

Entrepreneurs' innovative contributions in the form of new goods and services also help generate new jobs, which can create a cascading impact or virtuous loop in the economy. Stimulating associated firms or industries that support the new enterprise contributes to future economic development.

Thus, if their revolutions are successful, they may transform the way we live and work. In addition to creating wealth from their entrepreneurial ventures, they also create jobs and the conditions for a flourishing society. This leads to a higher quality of life, greater morale, and economic freedom.

Therefore, for the rapid development of society, inculcating entrepreneurship is vital for promoting small businesses, and the Development of entrepreneurship has become a significant component of the global plan.

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 developing and fostering entrepreneurs and entrepreneurship by polishing and refining their knowledge, skills, and attitudes. Such trainers/promoters would develop skills to motivate entrepreneurs to build their competencies for enterprise launching and managing their enterprises. Resulting in a positive impact on the economy and society.

The need to train and develop a large number of professionally trained trainers/promoters for entrepreneurship and small business development is self-evident. NIESBUD has gained diverse and cross-domain experience in developing such trainers/promoters. They could successfully assist entrepreneurs of various categories such as men, women, educated unemployed youth, school dropouts, veterans, artisans, tribal, etc., to identify and run their entrepreneurial ventures.

With this expertise and an understanding of the importance of training in assisting future entrepreneurs in establishing and managing their enterprises effectively, NIESBUD has devised a two-week International Programme on Entrepreneurship for Small Business Trainers/Promoters (ESB-TP).



## ABOUT THE INSTITUTE

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., TO PROMOTE ENTREPRENEURSHIP AND SKILL DEVELOPMENT. THE PRIMARY 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 AS OF MARCH 31, 2022, THROUGH 48,700 TRAINING PROGRAMS SINCE INCEPTION. THIS INCLUDES 5,134 INTERNATIONAL PARTICIPANTS FROM MORE THAN 145 COUNTRIES THROUGHOUT THE GLOBE.

# PROGRAMME OBJECTIVES

The programme has been designed to enable participants to:



## TIMELINE

The two-week programme commences on 6th October 2022 and will conclude on 19th October 2022.

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 designed towards adult learning and makes extensive use of participative methodologies. A range of approaches, such as lecture/presentation, discussions, simulation exercises, debates, group work, video discussions, question and answers, demonstrations, practical sessions, small and large group exercises, and role plays, will be used.

## 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 to actively participate in the session. Active participation is not just attending class, but it includes being well prepared and engaging in active discussions.	30%
Business Plan	Participants need to prepare their individual business plans as guided by the faculty throughout the course.	30%
Weekly Assessment	A multiple-choice evaluation based on the course material will be given at the end of each week.	30%
Back home task plan	A back-home task plan in the format specified by the institute needs to be submitted by each participant.	10%

Participants will receive grades of A+, A, B+, or B based on their scores. The grade will be mentioned on the Certificate that the Institute will provide 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 and half hours before and after each class and by appointment for a phone or WhatsApp conversation. Call to schedule an appointment for a telephone or WhatsApp conversation.

# CONTACT NUMBERS

Participants may contact the following for further information: -

**HEAD -INTERNATIONAL TRAINING: DR.POONAM SINHA**

**DIRECTOR (EE)**

**Email:director-ee@niesbud.gov.in**

Section	Contact Name	Contact Details
Senior Advisor, International Training	Mr. P K Arora	9720447744 pk.arora@niesbud.gov.in
Programme Director	Ms. Vandana Purohit	7002092610 vandana.purohit@govco ntractor.in
Academic Coordination	Ms. Neelam Raghuvanshi	8168436361 drneelam.niesbud@gma il.com
I.T. Assistance	Mr. Love Goel	7042727422 loveg@niesbud.gov.in
Secretarial Assistance	Ms.Ranjeet Kaur	8826894372 ranjeet@niesbud.gov.in

# PARTICIPANTS TESTIMONIALS

The program was excellent! Thanks, a lot to the NIESBUD team!

**-LIUDMILA KUZMINA (RUSSIA)**

The facilitators were well versed AND very knowledgeable with relevant examples. I appreciate the opportunity accorded. Thank you very much.

**-SUSAN NJOKI MWANGI (KENYA)**

It's informative & helpful to apply for my coaching program (for SMEs in Thailand). Thank you for THE arrangement.

**-ARPAPARN CHANANIYOM (THAILAND)**

A highly efficient training program, and I WILL be delighted if you continue to invite us to new courses in this same field of entrepreneurship.

**-FRANCISCO JOSÉ CANO MORAN (NICARAGUA)**

I Highly appreciated all the effort put together to make this a success. I was looking forward to coming to India and seeing all these fantastic empowerments for myself.

**-ALICE WAIRIMU MWANGI (KENYA)**

## PROGRAM SCHEDULE

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

**THE TIMINGS ARE AS PER INDIA STANDARD TIME(I.S.T)**



# WEEK 1

Day & Date	Session - I (11.00 – 12.15 P.M)	Session - II (12.30 – 1.45 P.M)	Session - III (2.30 – 3.45 P.M)
Thursday 06.10.22	<b>11.00.– 11.45 A.M</b> <b>Inaugural Session of the Programme-</b> Introduction of the Programme and Welcome of participants.	<b>Ice Breaking Session-</b> Live Exercises for Participants to know one another	<b>Country presentation on India and Briefing on Preparation for Country Presentation and preparation of country presentations-</b> Country presentations on Socio-Cultural, Economic, and other aspects of the participant's country for Day 2.
	<b>11.45 A.M. - 12.15 P.M</b> <b>About the Institute-</b> Presentation on the activities of the Institute, Objectives of the Programme.		
Friday 07.10.22	<b>Country Presentation-</b> Presentation prepared as discussed, the previous day by each country Participants	<b>Country Presentation-</b> Presentation prepared as discussed, the previous day by each country Participants	<b>Country Presentation-</b> Presentation prepared as discussed, the previous day by each country Participants
Monday 10.10.22	<b>Understanding Entrepreneurship, Need, Relevance for Growth and Development-</b> 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.	<b>Dynamics of Entrepreneurial Motivation-</b> Understanding the Motivational Process, Entrepreneurial Motivation, McClelland's theory of Motivation, Significance of Achievement Motivation Vs. Entrepreneurial Motivation	<b>Understanding and developing Entrepreneurial competencies-</b> To Understand entrepreneurial competencies To know their level of development through self-rating questionnaire
Tuesday 11.10.22	<b>Importance of Life Skills in Entrepreneurship Development-</b> To understand that Life skills are abilities for adaptive and positive behavior that enable Entrepreneurs to deal effectively with the demands and challenges of life. Knowledge of Changing Life Skills Requirement in the present VUCA World particularly COVID-19 demands.	<b>Session with Successful Entrepreneur-</b> Experience sharing of Successful Entrepreneur	<b>Identification of business opportunities-</b> 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.
Wednesday 12.10.22	<b>Overview of Market Survey-</b> Methods of Marketing Survey	<b>Concepts of International Business-</b> Methodologies to Sense Export Marketing Opportunities	Assessment / Multiple Choice Test of Week I Module

THE TIMINGS ARE AS PER INDIA STANDARD TIME(I.S.T)



# WEEK 2

Day & Date	Session - I (11.00 – 12.15 P.M)	Session - II (12.30 – 1.45 P.M)	Session - III (2.30 – 3.45 P.M)
Thursday 13.10.22	<b>Types of Enterprises</b> -Types of enterprises. Different types of legal entity which can be formed for running and starting an enterprise.	<b>Entrepreneurial Opportunities in Agriculture Sector</b> - Opportunities in Agriculture Sector for Entrepreneurial activities.	<b>Digital Marketing</b> -The role Digital Marketing for promoting entrepreneurship in the country. To understand how digital marketing can help address a wide range of customers.
Friday 14.10.22	<b>Branding and Marketing techniques for small business development</b> - Features of Entrepreneurial Marketing; Market Research Segmentation. Positioning and Targeting Branding, Pricing, Distribution, Advertising, E-Promotions, Leveraging digital transformation to become customer-centric for global competitiveness.	<b>Micro Finance</b> -Sources of Micro Finance	<b>Entrepreneurship support ecosystem</b> -Understanding the Entrepreneurship support ecosystem and how it enables in setting up of small businesses.
Monday 17.10.22	<b>Preparing a Business Plan</b> -How to formulate a business plan, the different components of a business plan	<b>Startup, Incubation and Acceleration</b> - Understanding how business incubators function, who they are appropriate for, how to quantify their performance using business modelling, and the financial theories underlying them	<b>Personal Effectiveness for Organizational Excellence of small Business</b> <b>Entrepreneurs</b> -Innovative Leaders Role & Responsibility
Tuesday 18.10.22	<b>Emotional Intelligence for entrepreneurial Success</b> - Conflict Management, Collaboration, and teamwork, Positive company culture, Effective Negotiation for Entrepreneurial Success.	<b>Enterprise Management</b> - 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	<b>Leadership Skills for Improving Performance</b> - Impact of Coaching Skills
Wednesday 19.10.22	<b>Curriculum development for promoting entrepreneurship</b> -Training Needs Analysis, Most effective methods of adult learning, Designing an effective training program, Facilitation skills and Techniques of Evaluating training programs.	<b>Back Home Task</b> - Assessment Week II and Guidance for Back Home Task	<b>VALEDICTION</b> -Feedback and Valedictory Program

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# FACULTY PROFILE

Name	Profile
<b>Dr. K K Dwivedi</b> Director General, NIESBUD	Dr. K K Dwivedi (IAS 1996 Batch) (Joint Secretary, MSDE) is the Academic and Administrative Head of the Institute.
<b>Dr. Poonam Sinha</b> Director, Entrepreneurship Education	A dynamic professional with a career spanning over 25 years, she has done her Doctorate in Psychology from BHU. Has been known and regarded as an Expert in Entrepreneurship Development, Women Empowerment and Advocacy for promoting Entrepreneurship across the nation.
<b>Mr. P. K. Arora</b> Senior Advisor	A Banking Professional with a vast experience of over 30 years highly recognized for his deep understanding of banking procedures, financial understanding and guidance. Has been a member of various expert panels and committees of nationalized banks.
<b>Mr. D. K. Singh</b> Chief Consultant	He is having a total work experience of over 25 years in the field of Training and development. He is recognized as an expert in Training and Cluster development and management.
<b>Mr. B. S. Sajwan</b> Chief Consultant	Has a total work experience of over 15 years in the field of Entrepreneurship Development, has worked exhaustively in promoting entrepreneurship. Is widely known for counseling, mentoring and handholding budding Entrepreneurs.
<b>Dr. Saurabh Chandrashekharan</b> Senior Consultant	Has a Total Work Experience of over 9 Years in the field of Academics, Training and Development and Retail Banking. He has developed several learning materials for school education through ODL Mode in the area of Business & Commerce and training handbooks on entrepreneurship. He is involved with curriculum and content development for training programmes.

Name	Profile
<b>Ms. Vandana Purohit Consultant</b>	Having a work experience of over 11 years in the field of Academia, Skill and development sector working with eminent institutions of India like NEHU, Assam Skill Development Mission, NABARD and NIESBUD. She is involved with curriculum and content development for training programmes
<b>Ms. Divya Aggarwal Consultant</b>	Having a total work experience of over 15 years in the field of training, research & consultancy. She is involved with curriculum and content development for training programmes.
<b>Dr. Neelam Raghuvanshi Consultant</b>	Has a total work experience of over 11 years in the field of Business Administration with respect to academics, research etc. has been worked with various government bodies and prestige institutes like University Grants Commission and Indian Institute of Foreign Trade, New Delhi etc. She is involved with curriculum and content development for training programmes.
<b>Mr. Arunendra Pratap Singh IT Head</b>	He is an IT expert with over 15 years of experience, has expertise in networking, development and server management, he is also heading the IT division at NIESBUD.
<b>Ms. Rekha Bharadwaj</b>	She has a total work experience of 33 years in BHEL and has superannuated as General Manager recently. During her employment with the PSU, she has held various positions related to Human resource management & development. She was in charge of corporate learning and development. She is a professional
<b>Dr. Charvi Mehta</b>	She is a Ph. D. with over 8 years' experience in the field of Entrepreneurship and Education. Worked with top bureaucracy in the Govt. of India initiating and developing numerous policy interventions in the area of Entrepreneurship and skilling.
<b>Mr. Sunil Taneja</b>	He has been Administrative Officer in NIESBUD and having more than 30 years of experience in the area of administration, teaching and research of training.

Name	Profile
<b>Ms. Sunita Sangar</b>	She is Senior Consultant in Ministry of Women and Child Development. She is having many years of experience in the area of Gender Equality.
<b>Ms. Prachi Kaushik</b>	She is a successful Entrepreneur and she is the founder of VYOMINI Enterprise which is dealing in the area of sanitation and has received the many national awards.
<b>Prof. Jayaseelan Ganesan</b>	<p>More than 40 years of industry and academic experience both in public/ private sector enterprises, Universities, Colleges and Institutions. Offer consultancy services through his proprietorship firm namely Entrepreneurship Development Services (EDSER). The services offered are in the following areas:</p> <p>Entrepreneurship and Enterprises development, Setting up first generation enterprises, Government support scheme, Business Incubation, Management system consultancy - Quality, Environment, Occupational Health and safety, Lean processes etc.</p>
<b>Dr. Hari Shankar Shyam</b>	<p>Dr. Hari Shankar Shyam is an eminent educationist, researcher and trainer in the areas of management education. He is doctorate in the field of management and has done his Masters in Management in the area of Marketing. He has done a certificate course in SPSS &amp; Cognos conducted by IBM &amp; a Certificate program in Marketing by the marketing magnate Philip Kotler. Dr. Shyam has a blend of industry academia experience of approximately 14 yrs. He is an expert in Marketing Planning &amp; Implementation, Business Analytics and Strategy. His other areas of interest are Brand, CRM, Quality Management &amp; OB. He is also associated with leading organizations like PHD Chamber of Commerce, ICMAI, Niesbud and Sahaj in the areas of research, training &amp; consulting.</p>
<b>Sh. Sanjeev Tandon</b>	Having total 35 years of experience in the area of accounts and taxation and have been associated with many government and private projects.

Name	Profile
<b>Ms. Rita Nahata</b>	She is Dean Centre for Handicrafts Exports Management Studies and she is having 35 years of experience in export and import.
<b>Mr. Hardik Rawat</b>	He is a successful an Agripreneur and having knowledge in the area of agriculture and water sanitation and development.
<b>Mr. Lalit Goyal</b>	He is having many years of experience in the area of digital marketing, social media and ecommerce and have been associated with many governments and private organization for social awareness through social media.
<b>Mr. VK Arora</b>	A Mentor/ Advisor, trainer and learner in the domain of Entrepreneurship, Startups, Business Incubation, Acceleration and Development. Core Area – ‘Entrepreneurship, Start-ups, Business Development and Acceleration’ Establishment and Consultancy – Startups, Handholding (Small Business Development), Pre-Incubation (E-Cell), Business Incubators and Accelerators Visiting Faculty/ Trainer –Strategic and General Management (PAN India)
<b>Prof. P K Pathak</b>	Has more than 34 years of experience in the field of academics and industry which include administration, teaching, research, skill development and entrepreneurship development. He has served IAF as an Aviation Engineer and joined education sector in the year 2007.



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