



# Online Training Programme On EMPLOYABILITY, ENTREPRENEURSHIP & LIFE SKILLS

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*20 November to 23 November 2023*

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

*A-23, Sector-62, Noida*

Web - [www.niesbud.nic.in](http://www.niesbud.nic.in)

## 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 5,011 international participants hailing from more than 145 countries throughout the globe.

## ONLINE TRAINER'S TRAINING PROGRAMME ON EMPLOYABILITY ENTREPRENEURSHIP & LIFE SKILLS

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 NSDA, NSDC, NSDF and 33 Sectors Skill Councils (SSCs) and 187 Training partners are 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 partners on a regular basis and have received an overwhelming response from the participants. The ToT developed by NIESBUD for the trainers under PMKVY 2.0 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 PMKVY beneficiaries from the very initial stages of the program towards entrepreneurship & self-employment.









The Institute has taken the initiative to start online training programme for the training partners of NSDC. NIESBUD has designed the online Trainer's Training Programme on Employability, Entrepreneurship and life Skills for the NSDC training Partners all over India. 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 major objective of the training programme is to upgrade the knowledge and skills of the PMKVY Trainers on Entrepreneurship, so that they will be able to guide and counsel the PMKVY trainees on entrepreneurship. The broad objectives 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 aware the participants about the support ecosystem;**
-  **To impart the basic management skills;**
-  **To promote viable enterprises in rural areas; and**
-  **To upgrade the knowledge and skills of the participants on preparation of the financial project report for setting up the enterprises.**

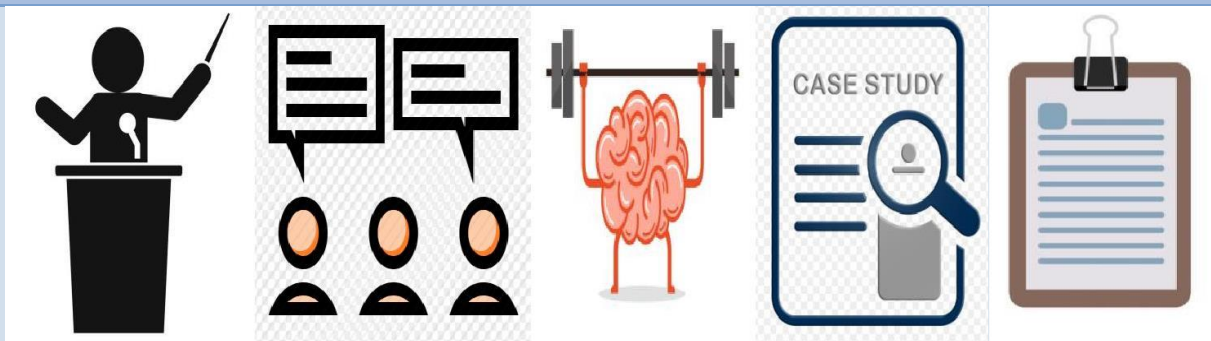
## **COURSE CONTENTS**

-  **Micro Lab**
-  **Achievement Motivation;**
-  **Entrepreneurship education-why;**
-  **Interface with successful Entrepreneur;**
-  **Entrepreneurial Opportunities;**
-  **Entrepreneurship Support Eco-System**
-  **Business opportunities Identification;**
-  **Market Survey;**

- ✚ Preparation of Business Plan;
- ✚ Basic of Management

## PROGRAMME METHODOLOGY

The programme methodology consists 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 PMKVY 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:

**Micro Lab**

**Why Entrepreneurship - Concept & Importance**

**Life Skills/ Employability Skills**

**Entrepreneurial Motivation**

**Characteristics of an Entrepreneur**

**Business Opportunities Identification**

**Entrepreneurship Support Eco-System**

**Digital Literacy**

**Health, Habits, Hygiene and Safety**

**Market Survey**

**Enterprise Management**

**Financial Literacy**

**Procedure and Formalities for Bank Finance**

**Business Plan/ Project Report**

SESSION	SESSION DETAILS
<b>MICRO LAB</b>	<p>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.</p>
<b>WHY ENTREPRENEURSHIP - CONCEPT AND IMPORTANCE</b>	<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>
<b>LIFE SKILLS AND EMPLOYABILITY</b>	<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</p>

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.

### **ENTREPRENEURIAL MOTIVATION (EMT)**

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.

### **CHARACTERISTICS OF AN ENTREPRENEUR**

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



## **BUSINESS OPPORTUNITY IDENTIFICATION**

case studies. The trainees would be able to understand what are the different characteristics required to become an entrepreneur by the end of this module.

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 module 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 LITERACY & FINANCIAL LITERACY**

The session objective is to upgrade the knowledge and skills of the

### **HEALTH HABIT, HYGEINE AND SAFETY**

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.

The session objective is to upgrade the knowledge and skills of the participants on health, habit, hygiene and safety. The session will help the participants to understand the important role of health, habit, hygiene and safety for starting and running an enterprise. The trainees would be able to understand health habit, hygiene and safety measures to be adopted by the enterprise by the end of this module.

### **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**

The session objective is to upgrade the knowledge and skills of the participants on types of enterprises

## **PROCEDURE AND FORMALITIES FOR BANK FINANCE**

.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.

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.

**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 are eligible for getting the certificate.**

<b>FACULTY PROFILE</b>	
<b><i>Ms. Hena Usman Director General, NIESBUD</i></b>	<b><i>IPoS officer- 1999 Batch</i></b>
<b><i>Dr. Poonam Sinha Director, Entrepreneurship Education</i></b>	<b><i>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.</i></b>
<b><i>Mr. P. K. Arora Senior Advisor</i></b>	<b><i>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.</i></b>

<b>Mr. D. K. Singh</b> <b>Chief Consultant</b>	<b>Has 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>
<b>Mr. B. S. Sajwan</b> <b>Chief Consultant</b>	<b>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>
<b>Mr. Prabhakar Bahuguna</b> <b>Chief Consultant</b>	<b>Has a total experience of over 15 years in training and development, specialization in the area of Financial Management and Accounting.</b>
<b>Mr. Arun Bahadurchand</b> <b>Chief Consultant</b>	<b>An Accredited Trainer having experience of over 10 years in the field of Entrepreneurship Training, mentoring and handholding.</b>
<b>Mr. Sanjay Bartwal</b> <b>Chief Consultant</b>	<b>Working in NIESBUD as a Chief Consultant for the last 12 years, as a senior faculty, the incumbent has been involved in delivering sessions in various offline and online programs delivered by the Institute both by HO/RO. Also involved in organizing, coordinating and monitoring the EAC, EDP, ESDP MDP, FDP, TOT Programs, fees-based training programs at Pan India level. The incumbent has been actively engaged in organizing management development programmes, leadership &amp; team building, and other such new initiatives that require innovative thinking and approach.</b>
<b>Dr Neelam Raghuvanshi</b> <b>Consultant</b>	<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>

ONLINE TRAINER'S TRAINING PROGRAMME ON EMPLOYABILITY,			
ENTREPRENEURSHIP & LIFE SKILLS			
PROGRAMME SCHEDULE			
ACADEMIC SESSIONS: 20 – 23 November 2023			
Date	Session	Timing	Topic
20 Nov. '23	I	11.00 AM – 11.15 PM	Program Inaugural Address & Program Overview
	II	11.15 AM – 12.15 PM	MICRO LAB- Icebreaking and getting along with team with positive and open mind and Learn to Listen
	III	12.15 PM – 01.15 PM	Why Entrepreneurship- Concept and Importance
	IV	01.15 PM – 2.00 PM	Break
		2.00 PM – 3.00 PM	Life Skills/Employability skills
	V	3.00 PM – 4.00 PM	Health, Habits, Hygiene and Safety
21 Nov. '23	I	11.00 AM – 12.00 PM	Entrepreneurial Motivation (EMT-Lab)
	II	12.00 PM – 1.00 PM	Characteristics of an Entrepreneur
		1.00 PM – 2.00 PM	BREAK
	III	2.00 PM – 3.00 PM	Business Opportunities Identification
22 Nov. '23	I	11.00 AM – 12.00 PM	Entrepreneurship Support Eco-System
	II	12.00 PM – 1.00 PM	Digital Literacy & Financial Literacy

		<b>1.00 PM – 2.00 PM</b>	BREAK
	<b>III</b>	<b>2.00 PM – 3.00 PM</b>	Types of Enterprises
<b>23 Nov. '23</b>	<b>I</b>	<b>11.00 AM – 12.00 PM</b>	An Over View of Market Survey
	<b>II</b>	<b>12.00 PM – 1.00 PM</b>	Procedure and Formalities for Bank Finance / Preparation of Business Plan
		<b>1.00 PM – 2.00 PM</b>	BREAK
	<b>III</b>	<b>2.00 PM – 3.00 PM</b>	Enterprise Management
	<b>IV</b>	<b>3.00 PM – 3.30 PM</b>	Feedback
	<b>V</b>	<b>3.30 PM – 4.00 PM</b>	Assessment

**Bank Details:**

**Beneficiary Name: NIESBUD**

**Account No.:157801002070**

**IFS Code: ICIC0001578**

**Branch: Sector 12, Noida**

**C-2&3 Block Y, 348, Noida, Sector 12, U.P.-201301**

**Trainees can pay online during the registration through payment gateway.**

**Fee: Rs.: 5900/- Including GST**

**Program Director: Mr. P. K. Arora**

**Email: [pk.arora@niesbud.gov.in](mailto:pk.arora@niesbud.gov.in)**

<b>Program Coordinator: Mr. Saurabh Satiya</b> <b>Mob: 7011164241</b> <b>Email: <a href="mailto:saurabhsatiya@niesbud.gov.in">saurabhsatiya@niesbud.gov.in</a></b>	<b>Consultant: Dr. Neelam Raghuvansi</b> <b>Mob: 8168436361</b> <b>Email: <a href="mailto:drneelam.niesbud@gmail.com">drneelam.niesbud@gmail.com</a></b>
<b>Consultant: Mr. Sumit Sharma</b> <b>Mob:8700622362</b> <b>Email: <a href="mailto:ashi_sumit1986@yahoo.com">ashi_sumit1986@yahoo.com</a></b>	



