

Retail Team Leader Programme

For

Retired/Retiring Armed Forces Personnel



Sponsored by



Directorate General Resettlement (DGR)



**National Institute for Entrepreneurship and
Small Business Development (NIESBUD)**

**Ministry of Skill Development and Entrepreneurship,
(Govt. of India)**

RETAIL TEAM LEADER 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, resettlement training courses for Officers and JCOs on Entrepreneurship Development Programme are being conducted by the institute under sponsorship of DGR.

The entrepreneurs play pivotal role in the economic development of any country. They make use of the factors of production to the fullest advantage of the society, generate employment, create innovation, improve standard of living, develop backward areas, etc. which lead to higher economic growth. Keeping this in mind, the Institute has designed Entrepreneurship Development Program in order to promote self-employment and entrepreneurship among the participants to set up their enterprise in an effective manner.

The programme aims at imparting to the learners a thorough insight into the various aspects of enterprise creation, technical know-how, credit sources, and marketing of products and changing trends of market in global scenario. The participants will be able to understand the concepts of entrepreneurship education, identification/ selection of projects Business plan preparation, Marketing techniques, Credit linkage and setting up of own enterprise so as to run their business successfully. While the programme incorporates a thorough briefing on Government support scheme, it also includes additional benefits of being an Entrepreneur.

After successful completion of the training, certificate are issued to the Participants after assessment.

PROGRAMME OVERVIEW

The training program is explicitly created for defence personnel with entrepreneurial aspirations to inspire critical thinking and foster their dreams through an academically demanding and on field practical learning experience. It empowers participants to imagine, recognize, and develop unique business ideas. Participants will be equipped to be inventive leaders, learn financial skills to raise capital, and other essentials of management skills like, operations management, marketing, strategy, human resource management and organizational behaviour, Information technology, economics, accounting, and supply chain management.

OBJECTIVES

- 1** To impart entrepreneurial knowledge and strengthen entrepreneurial competencies
- 2** To help in selecting the right type of project and products
- 3** To help in preparation of the financial project report for setting up the enterprises
- 4** To facilitate to acquire necessary managerial skills required to run the enterprise
- 5** To impart knowledge on Product Marketing, Digital Marketing and for product promotion through Social Media Platforms
- 6** To bring awareness on the legal entities of the enterprise ,support ecosystem, Govt. Schemes.
- 7** To provide post-training assistance through Mentoring and handholding support.

COURSE CONTENTS

The Course Contents are exclusively focus on Entrepreneurship Development Training that will expose the aspirants to Characteristics, culture and challenges of an entrepreneur, Its advantages, How an entrepreneurial eco-system is developed, Characteristics of an Entrepreneur, Entrepreneurial Motivation, Business Opportunities Identification, Types of Enterprises, Product Marketing, Business plan preparation and Entrepreneurship Support Eco- system, etc. in order to promote self- employment as a career option for the participants.

Entrepreneurship

**Entrepreneurial
Motivation**

**Employability and
Life Skills**

**Business
Opportunities
Identification**

**Entrepreneurship
Support
Ecosystem**

Market Survey

**Elements of
Business
Management**

**Elements of
Financial
Management**

**Types of
Enterprises**

**Banking and
Funding**

**Business Plan
Preparation**

**Enterprise
Management**

**Interface with
Successful
Entrepreneur**

**Business
Communication**

Exposure Visit

Digital Marketing

PROGRAMME METHODOLOGY

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.

- Lecture, group discussions, presentations, case studies
- Audio-visual led teaching
- Self-instructional study material
- Assignments & Assessment
- Exposure visit.

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 background of the participants to enhance their knowledge on entrepreneurship ecosystem. The session will cover broader aspects of entrepreneurship, entrepreneurial motivation, setting up small enterprise, networking and leveraging government schemes and policies of supporting entrepreneurship, effective visioning with banks for loans, preparation of business plan and management of enterprise.

SELECTION PROCEDURE

The selection of participants are being done by the Directorate General Resettlement (DGR) India based on the applications received directly by them. For more details please visit - www.dgrindia.com

ASSESSMENT & CERTIFICATION

After completion of the programme, assessment is carried out to understand the outcome of the programme. System generated Certificate with QR code is awarded to the participants on successful completion of the course.

HANDHOLDING AND MENTORING

The Institute facilitates market & financial linkages and other handholding support to the participants in setting up their venture. Incubation support can also be provided to participants on the need basis. The Institute also provides support to derive benefit of Govt. Schemes and mentoring support in order to make their enterprise successful.

On completion of the course, the participants shall be able to:

- Have good understanding of entrepreneurship and startup ecosystem
- Identify opportunities and assess the requirements of different sectors, necessary for selecting entrepreneurship as the second career.
- Work on viable business idea to start an enterprise and create value for their business.

FACULTY PROFILE



Dr. Poonam Sinha
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.



Mr. P. K. Arora
Senior Advisor

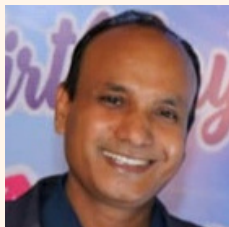
A Banking Professional with a vast experience of over 30 years highly recognized for his deep understanding of banking procedures, financial understanding and guidance. Has been a member of various expert panels and committees of nationalized banks.



Mr. D. K. Singh
Chief Consultant

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.

FACULTY PROFILE



Mr. B. S. Sajwan
Chief Consultant

Has a total work experience of over 15 years in the Consultant field of Entrepreneurship Development, has worked exhaustively in promoting entrepreneurship, is widely known for counseling, mentoring and handholding budding Entrepreneurs.



Mr. Prabhakar Bahuguna
Chief Consultant

Has a total experience of over 15 years in training and Chief Consultant development, specialization in the area of Financial, Management and Accounting.



Mr. Arun Bahadurchand
Chief Consultant

An Accredited Trainer having experience of over 10 Consultant years in the field of Entrepreneurship Training, mentoring and handholding.



Mr. Sanjay Bartwal
Chief Consultant

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 & team building, and other such new initiatives that require innovative thinking and approach.

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. 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.



**NATIONAL INSTITUTE FOR ENTREPRENEURSHIP & SMALL BUSINESS
DEVELOPMENT (NIESBUD)**

Ministry of Skill Development and Entrepreneurship, Govt. of India

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