**INDIVIDUAL COURSE DETAILS**

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| A. Name of the Institute | National Institute for Entrepreneurship and Small Business Development (NIESBUD) |
| B. Name/Title of the Course | **Trainers Training on Entrepreneurship and Promotion of Income Generation Activities (TT-EPIGA)** |
| C. Course Dates with Duration in Weeks***[note****: dates may be fixed keeping in mind festivals, holidays, weather conditions, availability of accommodations, etc. No request for change in dates, once approved/ circulated will be entertained]*  | From 03 December 2018 to 25 January 2019 8 Weeks / 2Months |
| D. Eligibility Criteria for Participants 1. Educational Qualifications 2. Work Experience required, if any 3. Age Limit *[****note****: ITEC norms is 25-45 years]* 4. Target Group *[Level of participants and target ministries/departments etc. may be indicated]* | I) **‘**A’ Level or Equivalent **The medium of instruction being English, adequate knowledge of English is necessary for effective participation.**II) Sufficient experience in the area of assisting for promotion and development of micro enterprise and small businesses, income generation, community development, social development, self-employment and entrepreneurship. Directors/senior executives/officials working in government departments, banks, training institutions, NGOs/voluntary organizations, universities research institutions, planning departments, engaged in III) 25-50 yearsIV) The programme is recommended for directors/senior executives/officials working in government departments, banks, training institutions, NGOs/voluntary organizations, universities, research institutions, planning departments, engaged in assisting promotion and development of micro enterprises and small businesses for self employment. |
| E. Aims & Objectives of the Course | The Programme has been specially designed to:* Develop the insight into the process of entrepreneurship development for income generation
* Sensitize and motivate people for initiating integrated community development
* Impart knowledge and skills for designing and planning, techniques for identifying, creating and developing the micro enterprise.
* Develop the competencies to manage micro enterprise successfully.
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| F. Learning Outcomes | Knowledge: The programme will help building the capabilities of trainers/promoters by enabling them to understand and appreciate the total spectrum of entrepreneurship development process and income generation, the dynamics of enterprise launching, how to organize Entrepreneurial Motivation Training (EMT) , project formulation and it’s appraisal and mobilize resources. Skills: * Personal Skills – Leadership, Team Building, Interpersonal communication, Effective Negotiation, Creativity & Innovation, Training & Counseling
* IT Skills – Digital Marketing
* Effective Marketing & Selling Skills
* Project Management – Time and Cost Management
* Problem Solving and Decision Making
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| G. Course Contents / Syllabus *[please attach course details / profile]* | **COURSE CONTENTS****Entrepreneurship Development and Income Generation*** Entrepreneurship, scope and its significance
* Entrepreneurship process and income generation
* Different approaches to entrepreneurship development
* Skill Training and employment generation
* Income generation and women development
* Income generation and community development
* Understanding group dynamics for income generation

**Behavioral Competencies for Micro Enterprise*** Motivating people to take up micro enterprise
* Initiation of IGP
* Behavioural competencies for setting up and managing micro enterprise
* Developing trainers competencies in entrepreneurial motivation training

**Micro Enterprise Planning and Creation*** Sensing business opportunity
* Identification and selection of appropriate business opportunity
* Waste management & income generation opportunities
* Micro Credit
* Income generation opportunities in export
* Assessing market potential
* Formulation of small business plan
* Estimating and mobilizing resources
* Appraising of business plan

**Management of Micro Enterprise*** Marketing for micro enterprise
* Creative selling techniques
* Element of marketing mix
* E-Marketing
* Competitiveness
* Innovative rural marketing
* Determining cost and selling price
* Accounting and book keeping for micro enterprise

**Micro Enterprise Trainers/Promoters Roles and Functions*** Strategy for identification and selection of beneficiaries
* Designing the training curriculum
* Application of Information Technology
* Monitoring and evaluation
* Emotional Intelligence
* Developing back home action plan

**Field Studies*** Study of institutions engaged in promoting income generation and micro enterprise development
* Study of micro enterprises and income generation projects
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| H. Mode of Evaluation of performance of the participants | 1. Individual assignment/presentation
2. Content & Originality
3. Group work
4. Study Visit reports
5. Action Plan preparation & presentation
6. Attendance
7. Overall behavior during program
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