**INDIVIDUAL COURSE DETAILS**

|  |  |
| --- | --- |
| 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 years  IV) 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. |
| 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 |
| 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 |
| 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 |