**Individual Course Details**

**7) Promotion of Micro Enterprises (POME)**

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| A. Name of the Institute | National Institute for Micro, Small and Medium Enterprises (**ni-msme**) (An Organisation of Ministry of MSME, GoI and ISO 9001:2015 Certified) |
| B. Name/title of the Course | Promotion of Micro Enterprises (POME) |
| C. Proposed Dates and Duration of the Course in weeks / months (Dates may be fixed keeping in mind festivals, holidays etc. No request for change in dates, once approved / circulated will be entertained) | 06 July 2022 to 17 August 2022 6 Weeks |
| D. Eligibility Criteria for Participants 1. Educational Qualification 2. Work Experience 3. Age Limit (Min. and Max. age) | 1. Graduation with 3 yrs experience

Or1. Diploma with 5 yrs experience

Or1. Certificate with 7 yrs experience

OrAge Group 25-50 Years  |
| E. Target group | Personnel associated with policy formulation, planning, promotion, and development of micro-enterprises and income-generating activities in government, non-governmental and voluntary organizations devoted to weaker sections |
| F. Aims & Objectives of the Course | **AIM:**Employment generation and poverty alleviation are the two major issues before the Government of every developing country. Since agriculture can no longer absorb the gainful employment needs of the growing population, the occupational transfer to secondary and tertiary sectors has become inevitable. The concept of income generation by economically weaker sections of society through the setting of micro-enterprises is slowly but steadily gaining momentum in all these countries. India has a remarkably successful record of servicing the targeted groups such as the educated unemployed, tribes, ex-servicemen, the physically challenged and women through special programmes and support services. Justifiably, India looks forward to opportunities to share its experiences with other developing countries.**OBJECTIVES:** * Identify suitable income-generating activities requiring low investment, matching the skills of target groups.
* Understand the techniques of promoting micro-enterprises among various target groups.
* Acquire skills to monitor programmes of micro-enterprise promotion, implementation, and management.
* Share the Indian experience with other developing countries in the development of micro-enterprises.

**Outcome of the Course:**The programme helps the participants to enhance skills in planning for micro-enterprise promotion, implementation, and monitoring against the backdrop of Indian experience. |
| G. Details of Content of the Course  | Module 1: Policies and programmes of Micro, Small and Medium EnterprisesModule 2: Planning for Micro Enterprises Module 3: Support mechanism needed for development of Micro Enterprises Module 4: Human resource development Module 5: Entrepreneurship developmentModule 6: Micro Finance Module 7: Product feasibility studiesModule 8: Product Identification and Preparation of Product Profiles Module 9: Project appraisal techniques Module 10: In-plant exposure visits and project work assignment |
| H. Mode of Evaluation of Performance of the ITEC Participant | Periodical evaluation of the participants through assignments, quizzes, pre & post assessment on Likert Scale. Assessment of application of the knowledge through preparation of Project report. |