

INTERNATIONAL PROGRAMME ON ENTREPRENEURSHIP FOR SMALL BUSINESS TRAINERS/PROMOTERS PROGRAMME (ESB-TP)

(12.09.2022 TO 04.11.2022)



NATIONAL INSTITUTE FOR ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT
MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP,
GOVT. OF INDIA

INTRODUCTION

Entrepreneurs' innovative contributions in the form of new goods and services also help generate new jobs, which can create a cascading impact or virtuous loop in the economy. Stimulating associated firms or industries that support the new enterprise contributes to future economic development.

Thus, if their revolutions are successful, they may transform the way we live and work. In addition to creating wealth from their entrepreneurial ventures, they also create jobs and the conditions for a flourishing society. This leads to a higher quality of life, greater morale, and economic freedom.

Therefore, for the rapid development of society, inculcating entrepreneurship is vital for promoting small businesses, and the Development of entrepreneurship has become a significant component of the global plan.

With growing experiences, however, the role of the trainer/promoter of entrepreneurship and small business has become more specialized and professionalized.

Training plays a crucial role in developing and fostering entrepreneurs and entrepreneurship by polishing and refining their knowledge, skills, and attitudes. Such trainers/promoters would develop skills to motivate entrepreneurs to build their competencies for enterprise launching and managing their enterprises. Resulting in a positive impact on the economy and society.

The need to train and develop a large number of professionally trained trainers/promoters for entrepreneurship and small business development is self-evident. NIESBUD has gained diverse and cross-domain experience in developing such trainers/promoters. They could successfully assist entrepreneurs of various categories such as men, women, educated unemployed youth, school dropouts, veterans, artisans, tribal, etc., to identify and run their entrepreneurial ventures.

With this expertise and an understanding of the importance of training in assisting future entrepreneurs in establishing and managing their enterprises effectively, NIESBUD has devised an eight-weeks International Programme on Entrepreneurship for Small Business Trainers/Promoters (ESB-TP).



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., TO PROMOTE ENTREPRENEURSHIP AND SKILL DEVELOPMENT. THE PRIMARY 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 AS OF MARCH 31, 2022, THROUGH 48,700 TRAINING PROGRAMS SINCE INCEPTION. THIS INCLUDES 5,134 INTERNATIONAL PARTICIPANTS FROM MORE THAN 145 COUNTRIES THROUGHOUT THE GLOBE.

PROGRAMME OBJECTIVES

The programme has been designed to enable participants to:



TIMELINE

The Eight - weeks program commences on 12th September 2022 and will conclude on 4th November 2022.

The program will run from Monday to Friday; Saturday and Sunday will be off days.

COURSE CONTENT

Keeping in view the requirements of the training programme, the following broad topics will be covered to develop and promote Entrepreneurship for Small Business:

ENTREPRENEURSHIP AND ENTREPRENEURIAL QUALITY DEVELOPMENT

- Rationale and scope of entrepreneurship and small business development in underdeveloped economies.
- Dynamics of entrepreneurship development Integrated approaches to entrepreneurship development international experience and outcome.
- Identification and selection of techniques/tools
- Implementing strategies for identification and selection for different categories of entrepreneurs.
- Training for development of entrepreneurship content & methodology Developing trainers' competence in strengthening entrepreneurial quality-Entrepreneurial Motivation Training.

ENTERPRISE LAUNCHING/RESOURCING

- Scanning the environment and sensing opportunities for small business
- Product/service selection
- Process of setting up and building enterprises
- Role of Government policies and programmes
- Planning, formulation and appraisal of project
- Market survey
- Mobilizing resources-institutional network.

ENTERPRISE MANAGEMENT

- | | |
|----------------------------|-----------------------------------|
| • Personnel | • Leadership and Team Building |
| • Production | • Supply Chain Management |
| • Marketing | • Business Process Re-engineering |
| • Finance | • E-marketing |
| • Total Quality Management | • Competitiveness |

PROMOTER'S ROLE AND FUNCTIONS

- Industrial extension-concept, process and methods
- Counseling for modernization, diversification/expansion and rehabilitation
- Feedback, monitoring and evaluation

EXPERIENCE SHARING :

- By successful small business entrepreneurs and Government officials

FIELD STUDIES:

- Study of small-scale enterprises of different types
- Study of the institutions promoting entrepreneurship and small industry

COURSE METHODOLOGY

The course is designed towards adult learning and makes extensive use of participative methodologies. A range of approaches, such as lecture/presentation, discussions, simulation exercises, debates, group work, video discussions, question and answers, demonstrations, practical sessions, small and large group exercises, and role plays, will be used.

EVALUATION

The overall performance of the participants will be assessed on the following criteria:

- a)** Marks in Quiz
- b)** Preparation and Presentation of Project Report and Action Plan
- c)** Code of Conduct – Attendance, Punctuality, Discipline, classroom participation.

The participants will be awarded grades – A+/A/B+/B. The grade will be mentioned on the Certificate issued by the Institute during the Valedictory function.

PROGRAMME CALENDER

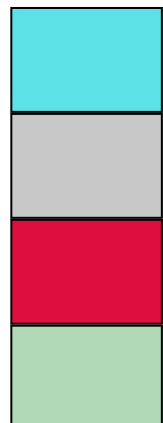
Day & Months	Sep 2022	Sep 2022	Sep/Oct 2022	Oct 2022	Oct 2022	Oct 2022	Oct 2022	Oct/Nov 2022
Monday	12	19	26	3	10	17	24	31
Tuesday	13	20	27	4	11	18	25	1
Wednesday	14	21	28	5	12	19	26	2
Thursday	15	22	29	6	13	20	27	3
Friday	16	23	30	7	14	21	28	4
Saturday	17	24	1	8	15	22	29	
Sunday	18	25	2	9	16	23	30	

TRAINING DAYS

HOLIDAYS/LOCAL VISITS/ NON-WORKING DAYS

FIELD VISITS

VALEDICTORY CEREMONY



STAY CONNECTED

ACADEMIC & ADMINISTRATIVE HEAD

Mr.K.K.Dwivedi (I.A.S)

Director General, NIESBUD

Ph. 0120-4017009

dg@niesbud.gov.in

TRAINING DIVISION

Dr Poonam Sinha

Director – Entrepreneurship Education & Head – International Training

M.A. (Psychology), Ph.D.

+91-8755270111

directoreeniesbud@gmail.com

Sh. P.K. Arora

Senior Advisor, International Training

Ph. +91-9720447744

Pk.arora@niesbud.gov.in

Ms. Vandana Purohit

Consultant - International Training

Ph+91-7002092610

vandana.purohit@govcontractor.in

Dr. Neelam Raghuvanshi

Consultant - International Training

MBA, Ph.D. NET

Ph+91-8168436361

Drneelam.niesbud@gmail.com

Ms Ranjeet Kaur

Secretarial Assistance,

Graduate

Ph: +91-8826894372

ranjeet@niesbud.gov.in

Mr. Om Prakash, +91-8527893416

Mr. Deepak, Office Assistant, +91-8130674050

FACILITIES

LIBRARY FACILITIES

NIESBUD has a highly specialized library with an excellent collection of books and periodicals, several reports and other unpublished material related to its fields of interest. The library is open from 09:30 hrs. to 18:00 hrs. daily, except on Saturday/Sunday. Books may be borrowed (not more than two at a time) from 09:30 hrs. to 18:00 hrs. Monday to Friday.

MEDICAL FACILITY

On campus Doctor is not available. However, medical aid is available on call & the cost has to be borne by the participant. Please note that Medical Expenses are not reimbursable. In case of emergency, the medical expense incurred by the participant may be reimbursed, subject to approval by Director General, NIESBUD. Relevant receipts/vouchers and a certificate from a registered medical practitioner on whose advice the treatment has been undertaken or from the concerned hospital should support all claims for reimbursement of medical expenses. The expenditure on the following items will not be reimbursed:

- Cost of food and tonics; Cost of spectacles, artificial dentures, hearing aids and orthopaedic appliances;
- Cost of anti-biotic drugs, except for the initial period of three months or when the patient develops complications and is hospitalized;
- Cost of treatment of venereal diseases, trimmers, sterility, impotency, obesity, T.B., etc and cost of dental treatment.

CONTACT NUMBERS

For general facilities, participants are welcome to contact the following: -

Designation	Contact Name	Contact Details
Director General	Mr.K.K.Dwivedi (I.A.S)	01204017009
Director & Head- International Training	Dr. Poonam Sinha	8755270111
Senior Advisor, International Training	Sh. P.K. Arora	9720447744
Programme Director	Ms. Vandana Purohit	7002092610
Programme Coordination	Dr. Neelam Raghuvanshi	8168436361
Accounts	Shri Ashok Kumar	8130196426
Library	Shri P S Nagar	9411210237
I.T. Requirements	Shri Love Goel	7042727422
Secretarial Assistance	Ms. Ranjeet Kaur	8826894372
Hostel, Food and Housekeeping	Mr. Rudra Pratap Singh	9457284506

For any query or suggestion related to Academics,
contact Ms. Vandana Purohit and Dr. Neelam Raghuvanshi.

For any query or suggestion related to Hostel, Food and
Housekeeping.
Mr. Rudra Pratap Singh

CODE OF CONDUCT

During the tenure of fellowship for the entire period of the course in India, the participants are under the general supervision of the Director General, NIESBUD, and under specific supervision of the International Training Division. They must:

- Conduct themselves at all times in a manner compatible with their status;
- Devote full time to the Course as directed by the Programme Director of NIESBUD and his Staff;
- Refrain from engaging in political, commercial or any other activity incompatible with fellowship and Course/Program and
- Return to home country at the end of the course.
- Use of mobile phones during the sessions is strictly prohibited.
- Overnight stay outside NIESBUD hostel/hotel is strictly prohibited.

ATTENDANCE

It is mandatory to attend all the Training sessions, Conferences, Study visits, etc. Attendance record is maintained by NIESBUD authorities. In case any participant is found absent from training session without any prior information, then it will lead to payment of fine(s).

IMPORTANT

1. First Absence from classroom – Warning
2. Second absence from classroom – Fine of Rs 100/-
3. Third absence from classroom – Fine of Rs 500/-
4. Further absence – Letter to MEA and Embassy of concerned country

Note - In case of any emergency, participant needs to fill the “Online form for Leave Permission” and obtain prior approval from NIESBUD authorities.

Link for Online form for “Permission of Leave from Training sessions” -

<https://goo.gl/sBubvS>

PARTICIPANTS TESTIMONIALS

The program was excellent! Thanks, a lot to the NIESBUD team!

-LIUDMILA KUZMINA (RUSSIA)

The facilitators were well versed AND very knowledgeable with relevant examples. I appreciate the opportunity accorded. Thank you very much.

-SUSAN NJOKI MWANGI (KENYA)

It's informative & helpful to apply for my coaching program (for SMEs in Thailand). Thank you for THE arrangement.

-ARPAPARN CHANANIYOM (THAILAND)

A highly efficient training program, and I WILL be delighted if you continue to invite us to new courses in this same field of entrepreneurship.

-FRANCISCO JOSÉ CANO MORAN (NICARAGUA)

I Highly appreciated all the effort put together to make this a success. I was looking forward to coming to India and seeing all these fantastic empowerments for myself.

-ALICE WAIRIMU MWANGI (KENYA)

PROGRAM SCHEDULE

Session	Timing
Session - I	10:30-11:45
Session - II	12:00-13:15
Session - III	14:00-15:30
Session - IV	15:45-17:15
Tea Breaks	11:45-12:00; 15:30-15:45
Lunch Break	13:15-14.00
Library	09:30-10:30; 17:15-18:00

Note: Participants are required to reach classroom on time

WEEK 1

Day & Date	Session - I (10:30-11:45)	Session - II (12:00-13:15)	Session - III (14:00-15:30)	Session -IV (15:45-17:15)
Monday 12/09/20 22	Registration, Welcome And Inauguration of the Programme	-DO-	Institute Facilities & Allowance	About Institute Presentation
Tuesday 13/09/20 22	My Country, My Organization & I – Presentation -All Participants	-DO-	My Country, My Organization & I – Presentation -All Participants	-DO-
Wednesday 14/09/20 22	My Country, My Organization & I – Presentation -All Participants	-DO-	My Country, My Organization & I – Presentation -All Participants	Living allowance Distribution
Thursday 15/09/20 22	About India Presentation	Rapport Building & Unfreezing	Understandin g Entrepreneurs hip and its relevance for growth and development	-DO-
Friday 16/09/20 22	Who am I	-DO-	Library	-DO-

Daily tea and coffee breaks are from 11.45 to 1200 and from 15:30 to 15:45.

The lunch hour is from 13:15 until 1400.

WEEK 2

Day & Date	Session - I (11.00 A.M- 12.00 P.M)	Session - II (12.15 - 1.15 P.M)	Session - III (2.00 - 3.00 P.M)	Session - IV (2.00 - 3.00 P.M)
Monday 19/09/20 22	Life Skills of an Entrepreneur	-DO-	Understanding & Developing Entrepreneurial Competencies	-DO-
Tuesday 20/09/20 22	Understanding Risk Taking Behaviour	-DO-	Library	-DO-
Wednesday 21/09/20 22	Understanding Goal Setting Behaviour	-DO-	Case Study	Living allowance Distribution
Thursday 22/09/20 22	Opportunities for Entrepreneurs in Multiple Sectors	-DO-	Self Help Group	-DO-
Friday 23/09/20 22	Sensing Business Opportunities	-DO-	Achievement Planning	-DO-

Daily tea and coffee breaks are from 11.45 to 1200 and from 15:30 to 15:45.

The lunch hour is from 13:15 until 1400.

ALLOWANCES

FOR PARTICIPANTS

1) Living Allowance of Rs.1500/- per day calculated on the basis of arrival and departure dates, for meeting expenditure on food, out-of-pocket expenses, etc. Out of which Rs.750/- per day will be deducted by the Institute for providing whole day meals (viz; Bed tea, Breakfast, tea/snacks/cookies, dinner). However, the lunch will be provided on complimentary by the Institute during the training days. The lunch arrangement during the holidays, Saturday & Sunday, participants have to make their own. The amount of Rs.750/- per day/person shall not be deducted during Study Tour.

2) BOOK ALLOWANCE OF RS 5,000/- (AS PER DETAILS ENUMERATED BELOW)

- Rs.4500/- for purchase of course-related books
- Rs.500/- Institute will provide welcome kit on first day of the programme.

For claiming reimbursement of purchase of books, participants are required to submit the bills. The list of relevant books will be shared with the participants. Participants can buy books from market or online, however, the name of participant has to be mentioned on the Bill and books should be relevant to the programme.



FACULTY PROFILE

Name	Profile
Mr. K K Dwivedi Director General, NIESBUD	Mr. K K Dwivedi (IAS 1996 Batch) (Joint Secretary, MSDE) is the Academic and Administrative Head of the Institute.
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	He is having 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.
Ms. Rekha Bharadwaj	She has a total work experience of 33 years in BHEL and has superannuated as General Manager recently. During her employment with the PSU, she has held various positions related to Human resource management & development. She was in charge of corporate learning and development. She is a professional
Mr. B. S. Sajwan Chief Consultant	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.

Name	Profile
Dr. Charvi Mehta Technical Expert GIZ Govt. of India	She is a Ph. D. with over 8 years' experience in the field of Entrepreneurship and Education. Worked with top bureaucracy in the Govt. of India initiating and developing numerous policy interventions in the area of Entrepreneurship and skilling.
Mr. Sunil Taneja	He has been Administrative Officer in NIESBUD and having more than 30 years of experience in the area of administration, teaching and research of training.
Ms. Sunita Sangar	She is Senior Consultant in Ministry of Women and Child Development. She is having many years of experience in the area of Gender Equality.
Ms. Prachi Kaushik	She is a successful Entrepreneur and she is the founder of VYOMINI Enterprise which is dealing in the area of sanitation and has received the many national awards.
Prof. Jayaseelan Ganesan	More than 40 years of industry and academic experience both in public/ private sector enterprises, Universities, Colleges and Institutions. Offer consultancy services through his proprietorship firm namely Entrepreneurship Development Services (EDSER). The services offered are in the following areas: Entrepreneurship and Enterprises development, Setting up first generation enterprises, Government support scheme, Business Incubation, Management system consultancy - Quality, Environment, Occupational Health and safety, Lean processes etc.
Mr. B. S. Sajwan Chief Consultant	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.

Name	Profile
Dr. Saurabh Chandrashekharan Senior Consultant	Has a Total Work Experience of over 9 Years in the field of Academics, Training and Development and Retail Banking. He has developed several learning materials for school education through ODL Mode in the area of Business & Commerce and training handbooks on entrepreneurship. He is involved with curriculum and content development for training programmes.
Dr. Hari Shankar Shyam	Dr. Hari Shankar Shyam is an eminent educationist, researcher and trainer in the areas of management education. He is doctorate in the field of management and has done his Masters in Management in the area of Marketing. He has done a certificate course in SPSS & Cognos conducted by IBM & a Certificate program in Marketing by the marketing magnate Philip Kotler. Dr. Shyam has a blend of industry academia experience of approximately 14 yrs. He is an expert in Marketing Planning & Implementation, Business Analytics and Strategy. His other areas of interest are Brand, CRM, Quality Management & OB. He is also associated with leading organizations like PHD Chamber of Commerce, ICMAI, Niesbud and Sahaj in the areas of research, training & consulting.
Sh. Sanjeev Tandon	Having total 35 years of experience in the area of accounts and taxation and have been associated with many government and private projects.
Ms. Rita Nahata	She is Dean Centre for Handicrafts Exports Management Studies and she is having 35 years of experience in export and import.
Mr. Hardik Rawat	He is a successful an Agripreneur and having knowledge in the area of agriculture and water sanitation and development

Name	Profile
Mr. Lalit Goyal	He is having many years of experience in the area of digital marketing, social media and ecommerce and have been associated with many governments and private organization for social awareness through social media.
Mr. VK Arora	A Mentor/ Advisor, trainer and learner in the domain of Entrepreneurship, Startups, Business Incubation, Acceleration and Development. Core Area - 'Entrepreneurship, Start-ups, Business Development and Acceleration' Establishment and Consultancy - Startups, Handholding (Small Business Development), Pre-Incubation (E-Cell), Business Incubators and Accelerators Visiting Faculty/ Trainer -Strategic and General Management (PAN India)
Prof. P K Pathak	Has more than 34 years of experience in the field of academics and industry which include administration, teaching, research, skill development and entrepreneurship development. He has served IAF as an Aviation Engineer and joined education sector in the year 2007.
Ms. Vandana Purohit Consultant	Having a work experience of over 11 years in the field of Academia, Skill and development sector working with eminent institutions of India like NEHU, Assam Skill Development Mission, NABARD and NIESBUD. She is involved with curriculum and content development for training programmes
Ms. Divya Aggarwal Consultant	Having a total work experience of over 15 years in the field of training, research & consultancy. She is involved with curriculum and content development for training programmes.

Name	Profile
Dr. Neelam Raghuvanshi Consultant	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.
Mr. Arunendra Pratap Singh IT Head	He is an IT expert with over 15 years of experience, has expertise in networking, development and server management, he is also heading the IT division at NIESBUD.





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**A-23, SECTOR-62, INSTITUTIONAL AREA, NOIDA - 201309, UP,
INDIA**