



राष्ट्रीय उद्यमिता एवं लघु व्यवसाय विकास संस्थान
The National Institute for Entrepreneurship and Small
Business Development (NIESBUD)
An Autonomous Institute under Ministry of Skill Development and
Entrepreneurship, Govt. of India

4.

A. Name of the Institute	The National Institute for Entrepreneurship and Small Business Development (NIESBUD)
B. Name/ Title of the Course	Women & Enterprise Development Programme (WED)- Trainers/Promoters Programme
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 30.10.2023 to 17.11.2023 3 Weeks
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)	1. 'A' Level or Equivalent The medium of instruction being English, adequate knowledge of English is necessary for effective participation. 2. Sufficient experience in assisting women in creation and development of small business ventures, Development of Women. The official's male or female working in Developmental Organization and Women Entrepreneurs Associations industrial and small business development organizations, planning departments, financial institutions, commercial banks, research institutions and universities and NGOs/or development organization. Prospective women entrepreneurs can also benefit from the programme. 3. 25-50 years 4. The programme is recommended for senior executives/directors/officials/trainers/researchers of organizations/institutions working for development of women, developmental organizations and women entrepreneurs' associations engaged in assisting women in the creation and development of small business ventures. Prospective women entrepreneurs can also benefit from the program. Persons engaged/working in

	<p>industrial and small business development organizations, planning departments, financial institutions, commercial banks, research institutions and universities and NGOs/or development organizations would find the programme useful.</p>
<p>E. Aims & Objectives of the course</p>	<p>The course is designed to enable participants to:</p> <ul style="list-style-type: none"> • To understand the Process of Women Empowerment through Entrepreneurship Development • To understand how to deal with gender related issues & improve gender sensitization effectively • To acquire ability and capabilities of deciding about new venture opportunities, planning organizing and successfully managing the Small Business/Enterprise • To improve the training delivery skills and business development services including credit support
<p>F. Learning Outcomes</p>	<p>Knowledge: The programme will help building the capabilities of trainers/promoters by enabling them to understand the process of Women Empowerment through Entrepreneurship Development, how to deal with gender issues, understand the dynamics of enterprise launching; project formulation and its appraisal and mobilizing resources.</p> <p>Skills:</p> <ul style="list-style-type: none"> • Enhance their drive for Achievement • Life Skills – Leadership, Team Building, Interpersonal communication, Effective Negotiation, Creativity & Innovation, facilitating, Mentoring & Counseling, Emotional Intelligence, Problem Solving and Decision Making • Managing women led enterprises • Digital Marketing • Project Management Techniques
<p>G. Course Contents/ Syllabus (please attach course details/ profile)</p>	<p><u>COURSE CONTENTS</u> Women Empowerment through Enterprise Development</p> <ul style="list-style-type: none"> • Women, poverty, gender and development • Gender sensitization in support organizations • Need for economic empowerment • Process of empowering women through enterprise building • Entrepreneurial Competencies for Women Empowerment • Characteristics of Women Entrepreneurs • Determination of Entrepreneurial Potential among

women

- Motivational Techniques/Strategy for success among women

Small Business Creation

- Types of business and self-employment opportunities
- Environmental scanning; sensing business opportunities
- Project selection
- Resolving problems of Start-ups
- Process of setting up and building enterprise
- Role of Government, Non-Government Organization – Policies and programmes
- Formation of Self-Help Groups
- Access to Micro Credit

Project Report Formulation

- Understanding market-product matrix
- Market survey
- Determining project size
- Choosing the appropriate technology

Evaluating New Venture Opportunity

- Project appraisal techniques
- Technical feasibility analysis
- Assessing market opportunities and competition
- Financial feasibility analysis
- Assessing organizational and management capabilities

Small Business Management

- Orientation to small business management
- Production and operation management
- Materials management
- Total quality management
- Marketing management
- Managing conflict in social role
- Financial Management
- Personal Management
- Problem-solving and innovation
- E-marketing
- Competitiveness

Growth and Expansion

- Monitoring & Evaluation

	<ul style="list-style-type: none"> • Sustaining Enterprise through growth • Lobbying & Advocacy • International Networking • Formation of Women Federation <p>Field Studies</p> <ul style="list-style-type: none"> • Study of small enterprises of different types managed by women • Study of institutions promoting small business Experience Sharing • Interaction with Women Entrepreneurs, senior Government Officials <p>Good Governance schemes to be covered:</p> <ul style="list-style-type: none"> • Mahila E-Haat Scheme- Market Linkage • Mudra Loan Scheme- Credit Linkages Scheme
<p>H. Mode of Evaluation of performance of the participants</p>	<p>The overall performance of the participants will be assessed on the following criteria:</p> <ul style="list-style-type: none"> • Individual assignment/ presentation • Group work • Study Visit Reports • Action Plan Preparation & Presentation • Attendance • Overall behavior during program