



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

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| A. Name of the Institute | The National Institute for Entrepreneurship and Small Business Development (NIESBUD) | |
| B. Name/ Title of the Course | Cluster Development for Rural and Traditional Enterprises- 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 22.01.2024 to 09.02.2024 | 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 the area of small business, self-employment, cluster Development, Self-help groups planning and promotion; officials in Government departments, small business corporations, planning department, financial institutions, commercial banks, research institutions, trainers of entrepreneurship training institutions and industrial/small business development organizations. 3. 25-50 years 4. The programme is recommended for directors/senior executives/officials working in government departments, MSME Clusters, rural development banks, training institutions, NGOs/voluntary organizations, universities, research institutions, planning departments. | |

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| <p>E. Aims & Objectives of the course</p> | <p><u>OBJECTIVES</u></p> <ul style="list-style-type: none"> • To impart knowledge & skills to create and successfully manage rural and traditional enterprises through Cluster Development. • To learn how to enhance the productivity and competitiveness of Rural & Traditional Enterprise. • To build capacity for sensing opportunity, identifying resources, potential and its application. • To impart knowledge on techniques for enabling rural and traditional enterprises for bridging technological gaps and overcoming challenges imposed by large and medium industries. |
| <p>F. Learning Outcomes</p> | <p>Knowledge: The programme will help building the capabilities of trainers/promoters by enabling them to understand how to create and manage rural and traditional enterprises successfully with the help of Cluster Development, develop capacity for SHG development and growth and formulate an action plan suitable for SHGs.</p> <p>Skills:</p> <ul style="list-style-type: none"> • Personal Skills – Leadership, Team Building, Interpersonal communication, Effective Negotiation, Creativity & Innovation, Training, Mentoring & Counseling • Effective Rural Marketing & Selling Skills • IT Skills – Digital Marketing • Problem Solving and Decision Making |
| <p>G. Course Contents/ Syllabus (please attach course details/ profile)</p> | <p><u>COURSE CONTENTS</u></p> <p>Process of Cluster Formation</p> <ul style="list-style-type: none"> • Need for cluster activity • Identification and Selection • Guidelines for Block Level Cluster • Development Approach & Basics on Cluster Implementation • Fundamental of Conducting Baseline Survey • Preparation of Diagnostic Study Report • SHG & Cluster Development <p>Capacity Building of Rural and Traditional Entrepreneurs</p> <ul style="list-style-type: none"> • Strategy and Framework for Soft & hard Interventions • Networking for Backward and Forward linkages • Handling Technological Issues • Product Development and Diversifications |

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| | <ul style="list-style-type: none"> • Marketing Promotional Assistance <p>Cluster Evaluation & Impact Assessment</p> <ul style="list-style-type: none"> • Convergence of Cluster programmes and Schemes • Basic skills of cataloguing, order fulfilling and inventory up gradation • Developing Entrepreneurial Motivation • Negotiation skill • Communication skill <p>New Business Idea Generation</p> <ul style="list-style-type: none"> • Sensing new opportunities • New Product Development/Design/ Diversification • Market survey • Opportunity based on skills/trade/services • Marketing linkages-constraints & opportunities <p>Enterprise Feasibility</p> <ul style="list-style-type: none"> • Update on basics of computer, internet, e- mail etc. • Finance and Accounts Management • Financial and Digital Literacy • Health & Hygiene • Life Skills • Inventory Management • Digital marketing skills • Strategies for sustenance & growth <p>Field Studies</p> <ul style="list-style-type: none"> • Study of institutions engaged in promoting & development SHGs • Study of micro enterprises and income generation projects run by SHGs <p>Good Governance schemes to be covered:</p> <ul style="list-style-type: none"> • Mahila E-Haat Scheme- Market Linkage Scheme • SFURTI Scheme <p>MSE-CDE (Cluster Development Scheme)</p> |
| <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 |