

INDIVIDUAL COURSE DETAILS

< ITEC >

**“SUSTAINABLE RURAL DEVELOPMENT
THROUGH ENTREPRENEURSHIP AND INNOVATION”**

A. Name of the Institute	<p style="text-align: center;">NATIONAL INSTITUTE OF TECHNICAL TEACHERS TRAINING AND RESEARCH TARAMANI, CHENNAI – 600 113. [Ministry of Education, Government of India] Taramani, Chennai – 600 113, INDIA.</p>
B. Title of the Course	<p style="text-align: center;">ADVANCED CERTIFICATE COURSE ON “SUSTAINABLE RURAL DEVELOPMENT THROUGH ENTREPRENEURSHIP AND INNOVATION”</p>
C. Course Duration	<p>4 weeks</p> <p>Start Date : 24.01.2024 End Date: 20.02.2024</p>
D. No. of days of Training	<p>4 weeks – Physical Mode</p>
E. Eligibility Criteria for Participants	
1. Educational Qualification	<ul style="list-style-type: none"> • Possess a degree in Engineering / Technology /Science/ Rural Development/ Entrepreneurship or in any vocational field
2. Work Experience	<ul style="list-style-type: none"> • Have a minimum of 3-year experience in teaching / training / administration
3. Age Limit	<ul style="list-style-type: none"> • Preferably not more than 45 years
4. Target Group	<ul style="list-style-type: none"> • Teachers / Trainers and / or Administrators in Technical and Vocational Education • Have a good proficiency in spoken and written English and comprehension of English which is the medium of instruction
F. Aims & Objectives of the Course	<p>Objectives:</p> <ol style="list-style-type: none"> 1. To provide deep insight on strategies and approaches in sustainable rural development 2. To outline the main opportunities and constraints relating to the development of rural economies and the reduction of rural poverty. 3. To develop understanding about Entrepreneurship and innovation in Rural Context 4. To develop entrepreneurial skills among the rural youth and women. 5. To explore and identify rural potential for a business idea 6. To developing skills to convert the idea into a commercial viable business concept 7. To measure the feasibility of the identified concept;

	8. To develop a framework for integrating the business concepts and markets 9. To develop and implement a Rural Enterprise
G. Details of Content of the Course / Training Schedule (<i>pl attach a simple thematic / day-wise schedule (topics covered)</i>).	Please refer Annexure – 1
H. Mode of Evaluation of Performance of the ITEC Participant	Evaluation through colloquiums, Team work, Term Paper and Project work
I. Platform for delivery of online course (wherever applicable)	Physical mode only
J. Name of the Department	Centre for Rural and Entrepreneurship Development
K. Name of Coordinator	<ul style="list-style-type: none"> • Dr. K. S. Giridharan
L. Resource persons	<ul style="list-style-type: none"> • Dr.G.Kulanthaivel • Dr. R.Santhakumar • Dr.Jakulin Divya Mary • Er.M.Sutaarson • Guest Faculty

**ADVANCED CERTIFICATE COURSE ON
“SUSTAINABLE RURAL DEVELOPMENT THROUGH ENTREPRENEURSHIP AND
INNOVATION”**

RATIONALE

India is the country of villages; majority of the country's population is living in rural areas. People in rural areas suffer with poverty, poor infrastructure facilities, unemployment, which may be solved with the development of the rural entrepreneurs. As Organization for Economic Co-operation and Development report 2005, rural areas are affected by major challenges like reduced employment opportunities in primary industries and an aging population as a result of migration of young population to urban areas in search of employment opportunities. Rural development implies both the economic betterment of people as well as greater social transformation. It is one of the most important factors for the growth of economy among the developing nations.

An entrepreneur may be described as a person who has the ability to explore the environment, identify opportunities for improvement, mobilise resources and implement actions to capitalize on those opportunities. Rural entrepreneurship can be regarded as an attempt to create the management for risk-taking appropriate to opportunity, as well as to mobilize human, material and financial resources in order to fulfil the project in rural areas (Saxena, 2012). Rural entrepreneur is someone who stays in the rural area and contributes to the establishment of rural wealth. Rural entrepreneurs refer to those who perform the business activities in rural areas with the exploitation of local resources. Rural entrepreneurs expand the purchasing power and Standard of living of the people by offering employment opportunity to the people in rural areas

Petrin (1994) concluded that rural development is now being largely linked to entrepreneurship. It acts as a vehicle to improve the quality of life for individuals, families and communities in order to sustain a healthy economy and environment. According to Duarte & Diniz (2011) It is found that entrepreneurial actions promote economic and social conditions which benefit the individual as well as the entire village. Saxena (2012) Institutions and individuals promoting rural development now see entrepreneurship as a strategic development intervention that could stimulate the rural development process. Sharma, Swati, Vyas, and Divya (2011) indicated that various social, economic, political and ecological problems in rural areas in developing countries like India create challenges in employment, decreasing agricultural production and increasing food shortage. This has resulted a huge impact on the domestic production, employment etc. To a certain extent, these problems can be solved by developing entrepreneurship in rural India.

STRUCTURE OF THE PROGRAMME

The programme is structured with the following 4 modules

Module I: Rural Development

Concept, Importance, Nature and scope, Characteristics of rural economy, Distinction between development and growth, Indicators of development, Prerequisites for rural development, Main obstacles to rural development, Rural Community Development: Concept of community, Principles and scope, Panchayat Raj and community development in India.

Module II: Rural Entrepreneurship and Innovation

Types of rural entrepreneurs (farm and non-farm), Challenges of rural entrepreneurship development in India, Entrepreneurial training and motivation in the rural perspective, Entrepreneurs selection tools and techniques, Competencies of successful rural managers, Federation and confederation of rural entrepreneurs.

Module III: Business Plan Preparation for Rural Entrepreneurship

Business Plan Preparation: Business opportunity identification Exploring entrepreneurial opportunity identification, Exploring entrepreneurial opportunities and guidance, Forward and backward linkages, Market survey- tools and techniques, Registration and legal formalities.

Module IV: Role of MSMEs, Incubation cells

Micro and Small Entrepreneurship Introduction to micro and small business establishment, Project formulation, Project appraisal, Latest government policies for micro and small enterprises, startup initiatives.
