



**Entrepreneurship
Development
Institute of India
Ahmedabad**



Entrepreneurship & Small Business Promotion (*French Language*)

Rationale:

Entrepreneurship and small businesses have been observed as important elements of any developing economy which play a vital role to boost economic growth. Sustained and equitable socio-economic development of any country can well be achieved by nurturing and promoting entrepreneurship and small businesses. However, to ensure a high incidence of entrepreneurship among various target groups, there is a need to create qualified and well-trained Entrepreneurship development professionals who could motivate, train, guide and counsel potential and existing entrepreneurs.

Entrepreneur Trainer-Motivators (ETMs) acquire a place of prominence because they have taken upon themselves the responsibility of raising the motivation to achieve, thus inducing among people the spirit and skills to set up their business ventures. However, with the changing times, it is important for ETMs as well, to acquire new tools and techniques to lead potential entrepreneurs to new enterprise creation as also facilitate growth of existing small enterprises. The programme addresses this need.

Objectives:

The prime objective is to develop a cadre of hardcore professionals who will work for the promotion of economic activities in developing countries. They will be equipped with new tools and techniques to lead potential entrepreneurs to new enterprise creation as also facilitate growth of existing small enterprises, thereby intensifying and strengthening the efforts of policy makers and planners towards economic development of their respective countries.

Target group:

The programme has been specially designed for professionals involved in activities related to promoting Entrepreneurship. It is, therefore, especially suited to the following:

- Small Business Counsellors
- Entrepreneurship Trainer-Motivators
- Small Business Promotion Officers
- Bankers/Officials of Financial Institutions
- Extension Workers of NGOs
- Executives of Government Organizations engaged in investment/Business promotion
- Credit Officers-Small Business Advisors/Consultants

Course Content:

The course content is specially designed for professionals having different backgrounds, and keeping in mind the international scenario for entrepreneurship development and small business. It mainly covers the following critical areas of entrepreneurship and small business promotion:

Module 1 - Entrepreneur, Enterprise and Entrepreneurship

Entrepreneurship concepts, stages, processes and practice will be discussed. Key components of entrepreneurship process; entrepreneur, enterprise and entrepreneurial environment will be covered. Also provides inputs on various approaches and models to promote entrepreneurship at a glob.

Module 2 - Women and Entrepreneurship

Women have been playing an important role in economic development nowadays. It needs hours to promote entrepreneurship among women to develop balanced socio-economic conditions. Inputs on importance of their role, contribution in economic mainstream, challenges for women entrepreneurs, issues and policy in different countries will be covered.

Module 3 – Analysis of Competencies and Assessing Potential Entrepreneurs

Potential entrepreneurs are the key component of entrepreneurship development process. Inputs will be provided on Promotional campaign to sensitize the target group, how to identify potential entrepreneurs, tools and techniques, methodology etc. Inputs will be given on what are the competencies that should be there to become an entrepreneur. SWOT analysis, competencies identification and development through various tools will be discussed.

Module 4 - Business Opportunity Identification & Business Plan Preparation

Identification of right opportunity is very important. There is a specific system to identify the viable business opportunity, check the feasibility and do the final selection of project and product. Inputs on preparation of detailed business plan including consolidation of resources, market analysis, technical analysis, production analysis, production planning will be provided.

Module 5 - Small Business Management

Inputs on management to run a small business will be given. Specifically; production management, marketing management, financial management, personal management, legal issues & formalities, inventory management etc. will be given under this module.

Module 6 - Designing and Managing Support Services for Potential Entrepreneurs

Handholding support to potential entrepreneurs is very important in entrepreneurship development to get the desired results. Various institutions are helping in setting-up enterprises. They are important stakeholders and provide important services to entrepreneurs. Inputs will be provided on various support and networking institutions for industry promotion, how to provide support etc. The entire follow-up mechanism will be discussed under this module.

Module 7 - Effective Business Counselling

Counselling new entrepreneur is a key element of Entrepreneurship and small business promotion. To create the mindset of an entrepreneur to take risks in enterprising activity is very challenging. Trainer-motivator should know how to do counselling of new entrepreneurs. Tools, techniques, methodology of counselling will be discussed under this module.

Benefits to participants:

The participants will acquire skills to:

- Identify and analyse constraints and barriers to entrepreneurship development and devise appropriate strategies
- Initiate, plan and implement entrepreneurship development activities for creation of small enterprises
- Sensitize the environment for extending timely assistance and support required for establishment of small business ventures
- Effectively counsel the entrepreneurs in various areas such as: enterprise selection, implementation and management of new enterprises as well as survival, growth and diversification of existing enterprises