





**Online International Programme on  
Entrepreneurship for Small Business -  
Trainers / Promoters (ESB-TP)  
(15<sup>th</sup> March – 26<sup>th</sup> March 2021)**



## **Introduction**

Entrepreneurs are often thought of as national assets. Path-breaking offerings by entrepreneurs, in the form of new goods and services, result in new employment, which can produce a cascading effect or virtuous circle in the economy. The stimulation of related businesses or sectors that support the new venture add to further economic development.

Thus, if successful, their revolutions may change the way we live and work as in addition to creating wealth from their entrepreneurial ventures, they also create jobs and the conditions for a flourishing society. Overall, this results in an improved quality of life, greater morale and economic freedom.

Thus, for the rapid development of society inculcating entrepreneurship is crucial for promoting small business and Development of entrepreneurship has become an important aspect of plan priorities worldwide.

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 cultivating and nurturing entrepreneurs and entrepreneurship by honing and refining their knowledge, skill and attitudes. Such trainers/promoters would acquire and develop skills to motivate entrepreneurs in developing the competencies in themselves for enterprise launching and managing their enterprises. Resulting in a positive impact on economy and society.

The need to train and develop a large number of professionally trained trainers/promoters for entrepreneurship and small business development is a foregone conclusion.

NIESBUD has gained diverse and cross domain experience in developing such trainers/promoters, who could successfully help entrepreneurs of different categories such as men, women, educated unemployed youth, school dropouts, ex-servicemen, artisans, tribal etc., to identify and run their entrepreneur ventures successfully.

With this expertise and understanding the importance of training in playing a significant role in helping potential entrepreneurs to establish and run their enterprises successfully, NIESBUD has designed a two-weeks International Programme on **Entrepreneurship for Small Business Trainers/Promoters (ESB-TP)**.

### **PROGRAMME OBJECTIVES**

The programme has been designed to enable participants to:

- Develop appreciation of the entrepreneurship development process;
- Learn designing and conducting of entrepreneurial motivation training to prospective entrepreneurs;
- Understand the dynamics of enterprise launching; covering the ability of scanning opportunity, project formulation and appraisal and mobilizing resources;
- Acquire skills of identification of potential entrepreneurs and use appropriate selection techniques/tools for locating potential entrepreneurs;

### **DURATION**

The Two-week programme commences on 15<sup>th</sup> March 2021 and will conclude on 26<sup>th</sup> March 2021.

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

## **COURSE METHODOLOGY**

Live On –Line Classes –Three hours every day (approx.)

Join Zoom Meeting

<https://us02web.zoom.us/j/85172707793?pwd=T1pLWk5CVkZ3WldVWGdPeHIYN0k1QT09>

**Meeting ID: 851 7270 7793**

**Passcode: 123456**

**Timings:**

**12 noon to 3.30 PM ,Indian Standard Time**

### **Live Classes Methodology**

The course is geared towards adult learning and uses participatory approaches as much as possible. A variety of methodologies will be used, including lecture/presentation, discussions, simulation exercises, debates, group work, video discussions, question and answers, demonstrations, practical sessions, small and large group exercises, role plays.

### **Evaluation**

The participants will be evaluated by the following evaluation system:

### **Participation**

Participants are expected to attend all classes, and active participation in class is required. Active participation is not just attending class, but it includes being well prepared and engaging in active discussions.

### **Weightage of marks**

Participation will carry 30% of grade.

## **Business Plan or Project**

Preparing a business plan of a project is required. This should represent significant effort and can take the form of a business plan, in the format given by the institute or a proposal or case study of an enterprise transformation initiative. Team or group projects will be encouraged. All project proposals must be approved in advance. Continuous advice and assistance will be available.

The project report will carry 30% of grade marking.

## **Multiple choice Test**

At the end of each week a multiple-choice test/quiz will be held for 15 minutes consisting of 15 questions. The grading will be 30%.

## **Back home task plan**

Participants will submit a back-home task plan in the format provided by the institute.

The grading will be 10%

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

## **STAY CONNECTED**

### **Office Hours**

The Instructors will usually be available one-half hour before and after each class and by appointment or for telephone discussions on whatsapp .Call for either an appointment or a phone conversation.

## **CONTACT NUMBERS**

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

**Head –International Training** : Dr.Poonam Sinha  
Director(EE)

Academic Coordination	Ms.Rekha Bharadwaj	9810525583
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Overall Co ordination	Mr Sunil Taneja	8527893438
I.T. Requirements	Mr. Arunendra Singh	8130196411
Secretarial Assistance	Ms.Indu Agarwal	8826894370
	Ms.Ranjeet Kaur	8826894372



**Entrepreneurship for Small Business -  
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 12.00 to 3.30 P.M.**



**Welcome Address by Dr. Poonam Sinha, Director (EE)**

Day 1 Session	Session Title	Coverage	Methodology	Duration of Session	Faculty
1	Introduction to the Programme	Introduction about ITEC about the Programme	* ITEC Film *Presentation on ITEC, NIESBUD, Programme Objectives, Methodology and Coverage	1 Hr.	Ms. Rekha Bharadwaj /Mr. Sunil Taneja
II	Ice Breaking Session	Live Exercises for Participants to know one and other	Online Ice-breaking Exercises	1 Hr.	Mr. Sunil Taneja
III	Country presentation on India and Briefing on Preparation for	Country presentations on Social Cultural, Economic and other	Lecture,ppt presentation	1Hr.	Mr. Sunil Taneja and

	Country Presentation and preparation of country presentations	aspects of the participant's country for Day 2			concerned participants
<b>Day 2 Session</b>	<b>Session Title</b>	<b>Coverage</b>	<b>Methodology</b>	<b>Duration of Session</b>	<b>Faculty</b>
I	Country Presentation	Presentation as prepared the previous day by each country Participants	PPT Presentation and Discussion	1 Hr.	Ms. Rekha Bharadwaj /Mr. Sunil Taneja
II	Understanding Entrepreneurship, Need, Relevance for Growth and Development	Importance of Entrepreneurship in Education Entrepreneurship education which aids students from various socioeconomic backgrounds to think innovatively and nurtures unconventional talents ensuring social justice, confidence building and economic stimulation.	PPT Lecture and Discussion	1 Hr	Dr. Poonam Sinha
III	Dynamics of Entrepreneurial Motivation	*Understanding the Motivational Process of Entrepreneurial Motivation *McClelland theory of Motivation *Significance of Achievement Motivation Vs. Entrepreneurial Motivation	PPT Lectures & Analysis of Questionnaire on Entrepreneurial Orientation Inventory	1 Hr.	Ms. Rekha Bharadwaj
<b>Day 3 Session</b>	<b>Session Title</b>	<b>Coverage</b>	<b>Methodology</b>	<b>Duration of Session</b>	<b>Faculty</b>
I	Characteristics of Entrepreneurs	Characteristics of an entrepreneur which are required to become an entrepreneur	Behavioural exercises and case studies.	1 Hr.	Dr. Poonam Sinha
II	Importance of Life Skills in Entrepreneurship Development	To understand that Life skills are abilities for adaptive and positive behaviour that enable Entrepreneurs to deal	Various Behavioural exercises. PPT and Lecture	1 Hrs.	Mr. Sunil Taneja

		effectively with the demands and challenges of life.  Knowledge of Changing Life Skills Requirement in the present VUCA World particularly COVID-19 demands			
III	Understanding and developing Entrepreneurial competencies	To Understand entrepreneurial competencies To know their level of development through self rating questionnaire	Self rating questionnaire Ppt Case study	1 Hr.	Ms. Rekha Bharadwaj
<b>Day 4 Session</b>	<b>Session Title</b>	<b>Coverage</b>	<b>Methodology</b>	<b>Duration of Session</b>	<b>Faculty</b>
I	Identification of business opportunities	Identifying a viable business idea and transforming it into an opportunity. PESTLE analysis and other techniques. Steps to logically transform it into a Entrepreneurial venture.	PPT Lectures Activity	1 Hrs.	Mr. Amit Singh
II	Overview of Market Survey	Methods of Marketing Survey	PPT and Lectures	1 Hr.	Mr. G.K. Chaudhary
III	Sensing Innovative Export Marketing Opportunities	Methodologies to Sense Export Marketing Opportunities	Lecture and Sharing of Live Case Studies of Export Marketing Opportunities	1 Hrs.	
<b>Day 5 Session</b>	<b>Session Title</b>	<b>Coverage</b>	<b>Methodology</b>	<b>Duration of Session</b>	<b>Faculty</b>
I	Types of Enterprises	Types of enterprises. Different types of legal entity which can be formed for running and starting an enterprise.	Lectures, Case Studies	1 Hr.	Mr. P.K. Arora
II	Self-Help Groups	Formation and Working of Self-Help Groups	Experience Sharing and Exercises	1 Hrs.	Ms. Swati
III	Cluster Activities for	Live Case Studies of	Experience	1 Hr.	Mr. D.K.



	Income Generation	Cluster Activities in India	Sharing		Singh
IV	Multiple Choice Test of Week 1			15 mins	
	Assignment to Identify a Business Opportunity in their country	Scan and identify Business opportunity in their country	Activity done by the participants individually		
<b>Week 2</b>					
<b>Day 6 Session</b>	<b>Session Title</b>	<b>Coverage</b>	<b>Methodology</b>	<b>Duration of Session</b>	<b>Faculty</b>
I	Financing a Business & Sources of Business Finances	Determine how investment can help create value for self and investors Consider risk and reward through various forms of analysis Discover when to solicit investment and need Understand the opportunities and tradeoffs associated with different sources of financing Defining key financing terms Apply the tools of valuation to start-up ventures	Lectures, Case Studies	1 Hr.	Mr. P.K. Arora
II	Preparing a Business Plan	How to formulate business plan, the different components of business plan	Lectures, Case Studies	1Hr.	Mr. P.K. Arora
III	Project Work on Preparing Business Plan	Frame Work for Making Business Plan in Small Groups	Group Formation for Making Business Plan	30 minutes	
<b>Day 7 Session</b>	<b>Session Title</b>	<b>Coverage</b>	<b>Methodology</b>	<b>Duration of Session</b>	<b>Faculty</b>
I	Entrepreneurship support eco system	Entrepreneurship support and enabling eco system	Lecture and Videos	1 Hr.	Mr Birendra Sajwan
II	Govt. Schemes in India for encouraging The Development of	Schemes and Policies of Government of India for empowering small	Lecture and Videos on Govt. Schemes	1 Hr.	Ms Sunita Sanghi

	Entrepreneurship in India	business Entrepreneurs			
III	Project Management Skills for Successful small Business Entrepreneurs	Difference between projects& Operations. The Project Management cycle: Project planning Project implementation Project monitoring & control Project closing Success factors of project management	Lecture Discussion on Practice & Perspective competencies. Practice exercise-competence : Scope, Time, Finance, Resources, Quality, Procurement, Plan & control, risk management , stakeholders	1 Hrs.	Mr. Vikas Madaan
<b>Day 8 Session</b>	<b>Session Title</b>	<b>Coverage</b>	<b>Methodology</b>	<b>Duration of Session</b>	<b>Faculty</b>
I	Effective Leadership for Organizational Excellence of small Business Entrepreneurs	Innovative Leaders Role & Responsibility.  Understanding Different Styles of Leadership	Discussion Lecture	1 Hrs.	Ms. Rajni Sekhri
II	Creativity and innovation through Design Thinking	*Difference between decision making and problem solving *Types of problems and Creative problem solving techniques * Concept of Design Thinking- human-cantered approach to innovation	Lecture Exercises	1 Hrs.	Ms. Kalpana Sinha
III	Talent Management for Small Business Enterprises	Innovative practices in Talent management in COVID-19 scenario	Lecture and discussion	1 Hr.	Ms. Veena Swarup
<b>Day 9 Session</b>	<b>Session Title</b>	<b>Coverage</b>	<b>Methodology</b>	<b>Duration of Session</b>	<b>Faculty</b>
I	Enterprise Management	*Understand the different steps of enterprise management.	Lectures – Experience Sharing and	1 Hr	Mr. D.K. Singh

		*Skills to manage day-to-day processes such as inventory management, accounting, Human resources and customer relationship and other functional competencies	Case Studies		
II	Innovative Marketing techniques for small business development	Features Entrepreneurial Marketing Market Research Segmentation. Positioning and Targeting Branding, Pricing, Distribution, Advertising, E-Promotions, Leveraging digital transformation to become customer centric for global competitiveness	Lecture, Experience Sharing, Exercise on Making a Marketing Plan for Their Business Project		Dr. Saurabh Chandra
III	Curriculum development for promoting entrepreneurship	Training Needs analysis Most effective methods of adult learning Designing an effective training programme Facilitation skills Techniques of Evaluating training programmes			Dr. Poonam Sinha
<b>Day 10 Session</b>	<b>Session Title</b>	<b>Coverage</b>	<b>Methodology</b>	<b>Duration of Session</b>	<b>Faculty</b>
I & II	Evaluation of Project Report	Business plan project presentation	Presentation by participants Feedback on presentations by Experts	2 Hrs.	Mr. P.K. Arora
III	VALEDICTION	Journey through the programme Feedback Closing Remarks	Through online discussion with participants	1 hr	Dr. Poonam Sinha/ Ms. Rekha Bharadwaj /Mr. Sunil Taneja