



Entrepreneurship Development Programme

(15 DAYS)

Supported by:-

**National Backward Classes Finance and Development
Corporation (NBCFDC)**

M/o Social Justice & Empowerment

For

**Aspiring/ Budding Entrepreneurs
of OBC/ EWS Category**

Organized by:

**National Institute for Entrepreneurship & Small Business
Development (NIESBUD)**

(M/o Skill Development & Entrepreneurship)

A-23, Block A, Industrial Area, Sector 62, NOIDA,

Uttar Pradesh - 201301

www.niesbud.nic.in





“Entrepreneurship Development Programme”

The entrepreneurs play pivotal role in the economic development of any country. They make use of the factors of production to the fullest advantage of the society, generate employment, create innovation, improve standard of living, develop backward areas, etc. which lead to higher economic growth. Keeping this in mind, the Institute has designed Two (02) days online Entrepreneurship Development Program on “How to Start Your Own Business” in order to promote self-employment and entrepreneurship among the budding and existing entrepreneur to set up and scale up their enterprise in an effective manner respectively.

The Programme aims at imparting to the learners a thorough insight into the various aspects of enterprise creation, technical know-how, credit sources, and marketing of products and changing trends of market in global scenario. The trainees will be able to understand the concepts of identification/ selection of projects and setting up of own enterprise so as to run their business successfully. While the programme incorporates a thorough briefing on Government support systems, it also includes escort services through Mentoring and Handholding support to the trainees. After successful completion of the training, certificate will be issued to the Participants.



Objectives

The overall objective of the programme is to promote Entrepreneurship Development among the target group. The programme will enhance the employability of the Participants, so that they will be able to go for self-employment. The Institute will also support the potential entrepreneur for selecting and germinating potential enterprises by providing them all sorts of basic training, appropriate technology, finance tie-up and marketing linkages.

- ✚ To impart entrepreneurial knowledge and strengthen entrepreneurial competencies;
- ✚ To help in selecting the right type of project and products;
- ✚ To assist in formulation of the effective and profitable project reports;
- ✚ To acquire necessary managerial skills required to run the enterprise.
- ✚ To provide post-training assistance through Mentoring and handholding support;

Target Audience:

- ✚ Aspiring/ Budding Entrepreneurs of OBC/ EWS category

Eligibility Criteria:

- Aadhar Card (Mandatory)
- Caste Certificate for OBC candidates
- Income proof certificate (less than 3 Lakh) for OBC Candidate
- Income proof certificate (less than 1 Lakh) for EWS Candidate

Location:

| Sr. No | District | Date of commence the batch |
|--------|---------------------------|----------------------------|
| 1 | Noida, Uttar Pradesh | 10-11-2020 |
| 2 | Dehradun, Uttarakhand | 10-11-2020 |
| 3 | Sirmour, Himachal Pradesh | 10-11-2020 |
| 4 | Ambala, Haryana | 10-11-2020 |

Course Contents

The Course Contents will exclusively focus on Entrepreneurship Development Training through the online training portal of NIESBUD that will expose the aspirants to Characteristics, culture and challenges of an entrepreneur, Its advantages, How an entrepreneurial eco-system is developed, Characteristics of an Entrepreneur, Entrepreneurial Motivation, Business Opportunities Identification, Types of Enterprises, Product Marketing, Business plan preparation and Entrepreneurship Support Eco-system, etc. in order to promote self-employment as a career option for the participants.

I- Course Contents:

The broad contents of the EDP are placed below:

A. Entrepreneurship

- Entrepreneurial Competencies
- Concept & Components of Life Skills
- Integrating Life Skills with Entrepreneurial Competencies
- Definition, Significance, Classification, Purpose and Process of Business Communication
- Barriers and Gateways in Communication
- Motivations and EMT Labs

Business Opportunity Identification

- Scanning the Environment for Opportunities
- Business Opportunity Guidance
- Idea Generation, Evaluation and Validating the Idea
- Evaluation of Alternatives and Selection based on Personal Competencies
- Assessment of the Proposed Project – Financial, Technical, Market and Other Aspects

B. Market Survey & Research

- How to conduct Market Survey: Tools and Techniques
- Questionnaire Preparation
- Conduct Market Research
- Consumer Behavior, Retail Management, Sales and Distribution Management
- Marketing Communication/ Promotional Strategy
- Competitors/ Principal Players
- Analysis of Business Operation and SWOT Analysis

- Interactions with DIC, NSIC, MSME-DI, Bank, KVIC etc. and Understanding of Guidelines.



C. Preparing The Business Plan (BP)

- Myths, Meaning, Significance and Preparation of BP format.
- Financial, Marketing, Technical, Human Resource, Social Aspects of the BP
- Financial Planning including Sales Plan, Cost Plan, Profit Plan and Cash Flow Plan
- Content and Sections of a Bankable Business Plan
- Common pitfalls to be avoided in preparation of a BP
- Art of Pitching and Innovative Methods of Presenting a Business Plan

D. Financial Literacy:

- Margin Money, Term Loan and Working Capital Management
- Assessment of Working Capital Requirement, Product Costing, Cost Consciousness, Pricing, etc.
- Cash flow
- Break Even Point
- Profitability & Balance Sheet Projection of Project Report

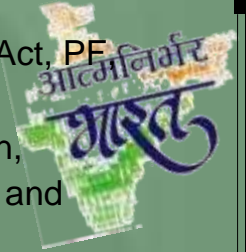
E. Market and Marketing

- Product Planning & Product Mixing Strategy
- Marketing Management: Product Promotion, Sales and Advertisement
- Marketing Plan – Product, Price, Place, Promotion, People, Process, Physical Evidence
- Consumer Behavior, Buying motives, Market Segmentation and Positioning for Competitive Advantage - Product/ Service.
- Product Life Cycle, Packing and Packaging
- Branding and Bar coding
- Digital Marketing and Social Media Strategy

F. Enterprise Creation

- Meaning and Definition of MSMEs, Profit and Not for Profit Organizations
- Role played by MSME in the Development of Indian Economy.
- Legal Entities of Enterprises (Proprietorship, Partnership, UAM, OPC, LLP, Pvt./Public Ltd, etc.): Advantages, Disadvantages and Industry specific Suitability
- Not for Profit Organizations: Societies, Trust and Section 8 Company.

- Legal Formalities in an Enterprise: (Income Tax, Factory Act, PF, Labour Laws, Environmental Laws etc.)
- Steps Involved in the Formation of an Enterprise: Location, Clearances and Permits Required, Formalities, Licensing and Registration Procedure.



G. Support Ecosystem and Government Schemes:

- Understanding of Entrepreneurship Support Ecosystem
- Start up Policy, MUDRA, Stand up India, PMEGP, ZED Scheme, PM YUVA, PMKVY, DDU GKY, etc.

H. Enterprise Management

- Planning, Organizing, Staffing, Directing and Controlling
- Intellectual Property Rights: Concept, Signification and IP Tools
- Filing of Patent, Copy Rights, Trade Mark and Industrial Designs
- Quality Management Standards and Quality Technological Tools



FACULTY PROFILE

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| <p>Ms. Neelam Shami Rao, IAS Director General, NIESBUD</p> | <p>Ms. Neelam Shami Rao, IAS Officer, Madhya Pradesh Cadre of 1992 batch, is the Academic and Administrative Head of the Institute.</p> |
| <p>Dr. Poonam Sinha Director Entrepreneurship Education</p> | <p>A dynamic professional with a career spanning over 25 years, she has done her Doctorate in Psychology from BHU. Has been known and regarded as an Expert in Entrepreneurship Development, Women Empowerment and Advocacy for promoting Entrepreneurship across the nation.</p> |
| <p>Mr. P. K. Arora Senior Advisor</p> | <p>A Banking Professional with a vast experience of over 30 years highly recognized for his deep understanding of banking procedures, financial understanding and guidance. Has been a member of various expert panels and committees of nationalized banks.</p> |
| <p>Ms. Rekha Bhardwaj Senior Advisor</p> | <p>She has a total work experience of 33 years in BHEL and has superannuated</p> |
| <p>Mr. Amit Singh Advisor</p> | <p>A former Corporate HR professional has worked in the past with companies like IBM Global, HCSL, Lee Hecht Harrison, with a total work experience spanning over 22 years.</p> |
| <p>Dr. Saurabh Chandra shekharan</p> | <p>Having vast experience of 15 years in the field of entrepreneurship training activities, counseling and monitoring of entrepreneurial outcomes. He has in-depth knowledge of marketing of the product and its various tools.</p> |
| <p>Mr. B S. Sajwan Chief Consultant</p> | <p>Has a total work experience of over 15 years in the field of Entrepreneurship Development, has worked exhaustively in promoting entrepreneurship. Is widely known for counseling, mentoring and handholding budding Entrepreneurs.</p> |
| <p>Mr. D K. Singh Chief Consultant</p> | <p>With work experience of over 25 years in the field of Training and development, he is recognized for entrepreneurship training and enterprise management.</p> |
| <p>Ms. Divya Aggarwal</p> | <p>Having more than 10 years of Experience in the field of Entrepreneurship & Development</p> |
| <p>Mr. Manish Kumar</p> | <p>Having More than 10 years of Experience in Entrepreneurship & Business Development, with and</p> |



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| | expertise to promote Enterprises through IT and E-commerce. |
| Mr. Sumit Kumar | Having more than 9 years of Experience in Entrepreneurship and Skill Development |
| Shri Sailesh Rawat | 10 years' experience in the field of Entrepreneurship. Involved in organizing, Coordinating and Monitoring the Entrepreneurship Development Programme, ESDP programmes and other training programmes. Having experience of Rural Industrialization programme in Pauri Garhwal. |
| Shri Rohit Massey | 3 years' experience in the field of Entrepreneurship, Content Development, Organizing Trainers Training Programme and Entrepreneurship Awareness Programmes. Engaged in delivering sessions in entrepreneurship training programmes. |
| Sh Amit Singh | A former Corporate HR professional, has worked in the past with companies like IBM Global, HCSL, Lee Hecht Harrison, with a total work experience spanning over 22 years. Involved in organizing Entrepreneurship Development Programme, and Trainers Training programme, Content Development and international training. |
| Mr. B. S. Sajwan | Has a total work experience of over 15 years in the field of Entrepreneurship Development, has worked exhaustively in promoting Entrepreneurship. Is widely known for counseling, mentoring and handholding Budding Entrepreneurs. |
| Sh L P Bhatt | 15 years' experience of organizing, coordinating and monitoring the Entrepreneurship Development Programme, and SHG Training Programmes at Uttarakhand and other states. |
| Shri Sanjay Bartwal | Having 7 years of corporate experience with Ingram Micro India (P) Ltd & Esys Information Technologies Ltd as Associate Cum operation Manager. Has 10 years of experience in the field of Entrepreneurship. |
| Mr. Arun Bahadur Chand | 10 years' experience in the field of Entrepreneurship. Involved in organizing, Coordinating and Monitoring the Entrepreneurship Development Programme, ESDP programmes and other training programmes. |
| Mr. Prabhakar Bahuguna | Has a total experience of over 19 years in training and development, specialization in the area of Financial Management and Accounting. |



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| Shri Rakesh Painuly | 9 Years' experience in the field of Entrepreneurship. Involved in organizing, Coordinating and Monitoring the Entrepreneurship Development Programme, ESDP programmes and other training programmes. |
| Shri Vinod Kumar Negi | 8 Years' experience in the field of Cluster Development and Entrepreneurship. Involved in conducting Diagnostic Survey, Preparation of DSR and DPR of Clusters and involve in organizing, Coordinating and Monitoring the Entrepreneurship Development Programme, ESDP programmes and other training programmes. |

For Details, Please Contact

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ABOUT NIESBUD



The National Institute for Entrepreneurship and Small Business Development is a premier organization of the Ministry of Skill Development and Entrepreneurship, engaged in training, consultancy, research, etc. in order to promote entrepreneurship and Skill Development. The major activities of the Institute include Training of Trainers, Management Development Programmes, Entrepreneurship-cum-Skill Development Programmes, Entrepreneurship Development Programmes and Cluster Intervention.

NIESBUD has provided training to 12,24,433 persons as of March 31, 2020 through 46,438 different training programmes since inception. This includes 5,011 international participants hailing from more than 145 countries throughout the globe.