



REPORT OF INTERNATIONAL PROGRAMME ON ENTREPRENEURSHIP FOR SMALL BUSINESS TRAINERS/ PROMOTERS PROGRAMME (ESB- TP)

17TH JULY 2023- 04TH AUGUST 2023

**THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP AND
SMALL BUSINESS DEVELOPMENT (NIESBUD)**

**Ministry of Skill Development and Entrepreneurship, Govt. Of
India A-23, Sector-62, Institutional Area, Noida - 201309, UP, India**

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1. INTRODUCTION ABOUT THE PROGRAMME

The ITEC (Indian Technical and Economic Cooperation) Programme's Entrepreneurship for Small Business Trainers/Promoters Programme (ESB-TP) is an initiative sponsored by the Ministry of External Affairs of India. The ITEC Programme is a bilateral cooperation scheme designed to assist developing countries in enhancing their technical and economic capacities through training, skill development, and knowledge sharing. The ESB-TP specifically targets individuals who are involved in promoting and training small businesses, equipping them with the necessary skills and knowledge to foster entrepreneurship and sustainable economic growth.

The primary objective of the ESB-TP is to empower participants with effective strategies and tools to support the growth of small businesses within their respective countries. Small businesses play a crucial role in driving economic development, creating jobs, and fostering innovation. However, these enterprises often face various challenges, including limited access to resources, market knowledge, and managerial skills. The ESB-TP aims to address these challenges by offering training that covers a wide range of topics related to entrepreneurship and small business management.

The training program typically includes modules on business planning, market research, financial management, marketing strategies, digital technologies, and innovation. Participants gain insights into best practices, case studies, and practical exercises that can be applied in their local contexts to support aspiring entrepreneurs and small business owners.

The ESB-TP is typically conducted through a combination of classroom sessions, workshops, interactive discussions, and possibly field visits to local businesses or entrepreneurial ecosystems. Participants also get the opportunity to network with fellow trainers and promoters from different countries, fostering cross-cultural learning and the exchange of ideas.

The Ministry of External Affairs of India sponsors this program as part of its broader commitment to international cooperation and capacity building. By equipping individuals with the skills needed to foster entrepreneurship and small business growth, the ESB-TP contributes to poverty reduction, job creation, and overall economic development in partner countries.

Overall, the ITEC Programme's Entrepreneurship for Small Business Trainers/Promoters Programme (ESB-TP) serves as a platform for collaboration, knowledge sharing, and skill

enhancement, enabling participants to play a pivotal role in nurturing vibrant small business ecosystems within their home countries.

2. OBJECTIVES OF THE PROGRAMME

The Entrepreneurship for Small Business Trainers/Promoters Programme (ESB-TP) under the ITEC Programme has several key objectives:

Enhancing Entrepreneurial Ecosystem: The primary objective is to strengthen the entrepreneurial ecosystem in participating countries by equipping trainers and promoters with the necessary skills and knowledge to effectively support and guide aspiring entrepreneurs and small business owners.

Capacity Building: The program aims to enhance the capacity of participants to deliver high-quality training and guidance to individuals interested in starting or growing their own businesses. This involves imparting skills related to business planning, market analysis, financial management, marketing strategies, and more.

Promoting Entrepreneurial Culture: The ESB-TP seeks to cultivate a culture of entrepreneurship by providing trainers and promoters with insights into motivational techniques, fostering creativity and innovation, and instilling a sense of confidence in aspiring entrepreneurs.

Business Development: One of the key goals is to help participants develop effective business development strategies and methods. This includes understanding how to identify opportunities, create value propositions, and build sustainable business models.

Market Access and Growth: The program focuses on imparting knowledge about market research, positioning, and expansion strategies. Trainers and promoters are equipped with tools to guide entrepreneurs in accessing new markets and scaling their businesses.

Networking and Collaboration: Participants get the opportunity to connect with peers from different countries, enabling the exchange of ideas, experiences, and best practices. This networking aspect enhances cross-cultural learning and encourages collaboration beyond the training program.

Digital Transformation: As technology plays a vital role in modern businesses, the ESB-TP aims to educate trainers and promoters about the benefits of digital technologies, e-commerce, and online marketing, enabling them to guide entrepreneurs in utilizing these tools effectively.

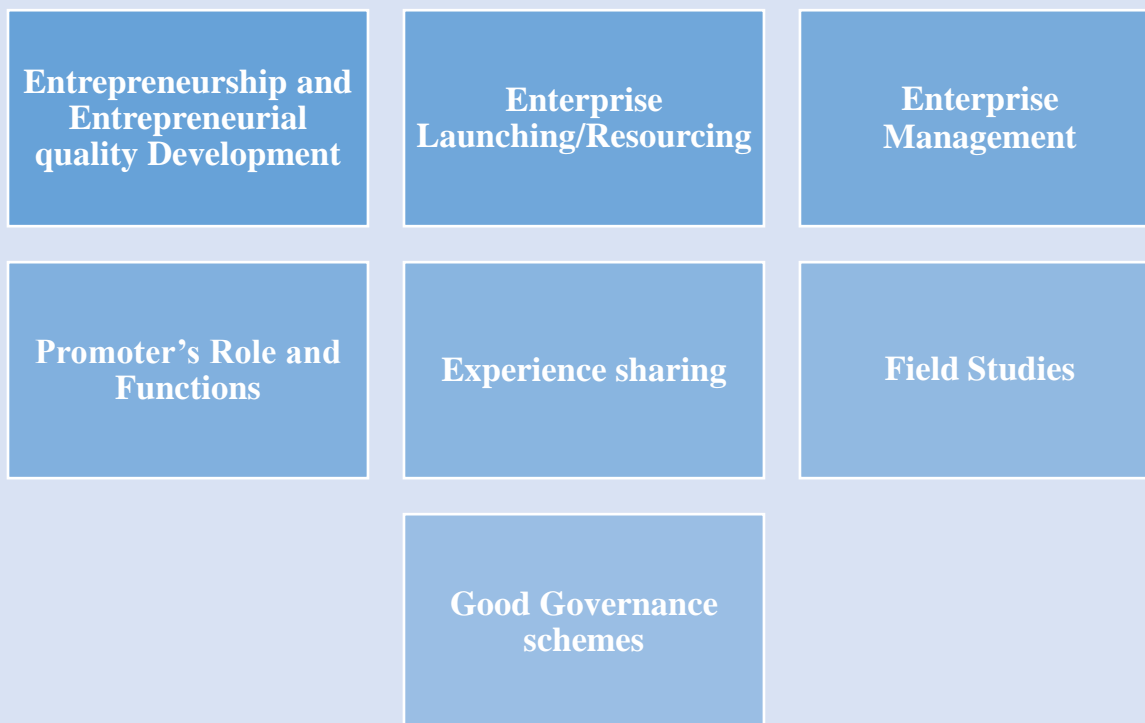
Sustainability: The program emphasizes the importance of creating sustainable businesses that contribute positively to the economy and society. This involves understanding social and environmental responsibilities and integrating them into business operations.

Job Creation and Economic Growth: By empowering trainers and promoters with the skills to foster entrepreneurship, the program indirectly contributes to job creation, economic growth, and poverty reduction in participating countries.

Knowledge Transfer: The ESB-TP serves as a platform for the transfer of knowledge, expertise, and best practices from India to other countries, helping to bridge the gap in entrepreneurial education and training.

Long-Term Impact: The ultimate objective is to create a lasting impact by empowering a network of skilled trainers and promoters who can continue to support entrepreneurs even after the program ends, thereby fostering a sustainable cycle of growth.

3. COURSE CONTENT OF THE PROGRAMME



4. TARGET GROUP OF THE PROGRAMME

The programme is recommended basically for trainers/faculties consultants working in government departments corporations, financial institutions, including banks, training organizations, consultants/or voluntary organizations engaged in promoting entrepreneurship and small business development.

5. PROGRAMME METHODOLOGY

The overall performance of the participants will be assessed on the following programme methodology:

- Individual assignment/ presentation
- Group work
- Study Visit Reports
- Action Plan Preparation & Presentation
- Attendance
- Overall behavior during program

6. RESOURCE PERSONS

WEEK - 1

S.NO.	NAME OF FACULTY	TOPICS
1	MR. VIJAY SHEKHAR SHARMA	Challenges & Opportunity in Fin tech Sector
2	MR. SUNIL TANEJA	Life Skills of an Entrepreneur
3	PROF. YAMINI BHUSAN PANDEY	Understanding Entrepreneurship and Innovation
4	MR. B.K. SIKDAR	Government Support Eco System in the context of India, Government Support Eco System in the context of India
5	PROF. AMIT TIWARI	Investment Life Cycle & challenges for startups
6	MR. RANJAN UPRETI	Sensing Opportunity in export & Import, Export & Import Incentives & Benefits
7	MR. AMIT SRIVASTAVA	Interaction with successful Entrepreneur

WEEK - 2

S.NO.	NAME OF FACULTY	TOPICS
1	MR. P.K. ARORA	Project Planning and Scheduling Techniques for small business enterprises, How to prepare Business Plan
2	MR. RAHUL RAJ	Market Analysis Survey
3	PROF. ASHISH DUBEY	Digital Marketing and Usage of social media for Promoting Business
4	MR. SHUBHAM TOMAR	Emerging Technologies in Invest India, Case Studies In Entrepreneurship in the context of Indian Scenario
5	MR. V.K. ARORA	Start Ups & Incubation, Format of Pitch Desk
6	MS. REKHA BHARADWAJ	Emotional Intelligence for entrepreneurial success and Conflict Management
7	PROF. ASHOK ADVANI	Operation & Logistics, Supply Chain Management

7. DURATION OF THE PROGRAMME

The programme duration was of three weeks from 17th July, 2023 to 4th August, 2023.

8. PROGRAMME INPUTS

Inaugural Session

The Inaugural session was chaired by Dr Poonam Sinha, Director, NIESBUD. She welcomed the 32 participants from 20 countries to the Programme, during the inaugural session on 18th July, 2023 at 12hrs. The participants were acquainted with the aim and mission and various aspects of the ITEC fellowship scheme of Ministry of external Affairs, Govt of India. She appreciated Ministry of External affairs for their concern to seamlessly support. She expressed gratitude to the Ministry of external affairs for giving this unique opportunity to NIESBUD to conduct this all-important ITEC programme ENTREPRENEURSHIP FOR SMALL BUSINESS TRAINERS/PROMOTERS. She highlighted the importance of promoting small business entrepreneurship

especially in the current scenario of unemployment and importance of their role in water supply and sanitation development in their respective countries. She presented a brief outline of the programme.

The programme team then conducted the ice breaking session, gathered their expectations and shared with the participants how their expectations would be met. The participants were also informed of how they would be apprised, the norms of the programme etc.

Programme Report (Session wise)

Session	Description
Understanding Entrepreneurship and its relevance for growth and development	Understanding entrepreneurship involves grasping the concept of identifying opportunities, taking calculated risks, and creating value through innovative ideas and business ventures. Entrepreneurs drive economic growth and development by introducing new products, services, and business models. They create jobs, spur innovation, and contribute to a dynamic economy. Entrepreneurship is relevant for growth and development as it fosters competition, encourages creativity, and leads to the expansion of industries. By addressing societal needs and challenges, entrepreneurs play a crucial role in shaping industries, boosting productivity, and driving progress in local and global economies.
Business Opportunity Identification & Idea Generation	Business opportunity identification and idea generation involve the process of identifying potential areas in the market where a new product, service, or business concept could thrive. This process involves analyzing trends, consumer needs, and industry gaps to come up with innovative and viable business ideas. It often includes activities such as studying consumer behavior, analyzing emerging technologies, brainstorming, collaborating with others, and conducting market research. The goal is to uncover unmet needs, solve problems, and create unique offerings that have the potential for success in the market.
Initiatives of Invest India	Invest India is India's investment promotion agency, dedicated to attracting and facilitating domestic and foreign investments. It offers services like investment promotion, regulatory guidance, single-window clearance, and support for startups. The agency advocates investor-friendly policies, tracks project progress, and fosters global partnerships, contributing to India's economic growth and development.
Life Skills of an Entrepreneur	Entrepreneurial life skills encompass resilience, adaptability, problem-solving, creativity, communication, time management, leadership, risk management, networking, financial literacy, negotiation, emotional intelligence, persistence, resourcefulness, decision-making, and self-discipline. These skills are vital for succeeding in business and personal growth.

Government Support Eco System in the context of India	The Government Support Ecosystem in India refers to the framework of initiatives and policies implemented by the government to promote economic development, innovation, and entrepreneurship. It includes financial incentives, regulatory reforms, startup support, infrastructure development, and skill enhancement programs. This ecosystem aims to nurture businesses, attract investments, and drive overall economic growth.
Sensing Opportunity in export & Import	Sensing opportunities in export and import involves identifying favorable circumstances to engage in international trade. This includes recognizing market demand, emerging trends, tariff changes, and trade agreements that can benefit businesses seeking to expand their global reach through exports and imports.
Importance of self-employment over wage employment	Self-employment holds importance over wage employment due to the autonomy it offers. It allows individuals to shape their work, pursue passions, and create unique business ventures. Unlike traditional wage jobs, self-employment provides greater control, potential for higher earnings, and a chance to build one's brand. However, it also comes with risks and demands self-motivation, adaptability, and business acumen.
Legal Structure and Regulatory Considerations for small Businesses	Legal structure and regulatory considerations for small businesses involve choosing the appropriate business entity (such as sole proprietorship, partnership, LLC, or corporation) and complying with relevant laws. This decision impacts liability, taxes, and governance. Small businesses must adhere to local, state, and federal regulations, including licenses, permits, employment laws, and industry-specific rules. Proper legal and regulatory compliance ensures smooth operations, legal protection, and sustainable growth.
Business Opportunity in export & import in respective countries	Export and import business opportunities lie in leveraging the strengths of respective countries. Exporting involves selling domestic products abroad, capitalizing on unique offerings or cost advantages. Importing entails bringing foreign goods into the domestic market, catering to consumer demands not met locally. These opportunities boost economies, foster international partnerships, and broaden consumer choices. Research, market understanding, and compliance with trade regulations are essential for success in this global endeavor.
Financial Planning for small business	Financial planning for small businesses involves creating a structured approach to manage finances. It includes budgeting, cash flow management, forecasting, funding decisions, tax planning, record-keeping, risk management, and investment strategies. This process ensures the business remains financially stable, prepares for uncertainties, and makes informed decisions for growth and profitability.
Project Planning and Scheduling Techniques	Project planning and scheduling techniques for small businesses involve breaking tasks into smaller parts, setting milestones, using visual tools like Gantt charts, managing resources, estimating

for small business enterprises	time, accounting for dependencies, and monitoring progress. These methods help small businesses organize projects, stay on track, and achieve goals efficiently.
Market Analysis Survey	A market analysis survey is a systematic tool used to gather insights and data about a specific market or industry. It involves collecting information from potential customers, competitors, and other relevant stakeholders. The survey aims to understand market trends, consumer preferences, demand for products or services, competition, and potential opportunities. This data-driven approach helps businesses make informed decisions, tailor their offerings to meet customer needs, and develop effective marketing strategies.
Interaction with a successful entrepreneur	Interacting with a successful entrepreneur offers valuable insights into their journey and strategies. Engaging in discussions or interviews allows you to learn from their experiences, challenges, and triumphs. Through this interaction, you can gain inspiration, practical advice, and a deeper understanding of the mindset and skills that contribute to their success. It's an opportunity to ask questions, seek guidance, and absorb knowledge that can guide your own entrepreneurial endeavors.
Start Ups & Incubation	Startups are innovative new businesses aiming to solve problems or create unique products. Incubation involves programs and support that help startups grow faster through mentorship, resources, and networking. Both contribute to fostering innovation and economic growth.
Emotional Intelligence for entrepreneurial success	Emotional intelligence (EI) is a crucial trait for entrepreneurial success. It involves understanding and managing emotions, both in oneself and in interactions with others. Entrepreneurs with high EI are adept at empathizing, communicating effectively, and handling stress and setbacks. This skill helps build strong relationships, make sound decisions, and navigate the challenges of business, ultimately contributing to better leadership, teamwork, and overall entrepreneurial achievement.
How to prepare Business Plan	Preparing a business plan involves outlining your business concept, market research, products/services, marketing strategy, operations, team, finances, and risks. This comprehensive document serves as a roadmap for your business's success, helping you communicate your vision, attract investors, and make informed decisions.
Branding & Positioning of Business	Branding and positioning are vital elements in business success. Branding involves creating a distinct identity for your business through a unique name, logo, and visual elements that reflect its values and personality. Positioning involves defining your business's place in the market relative to competitors, highlighting its unique value to customers. Together, branding and positioning establish a strong market presence, foster customer loyalty, and differentiate your business in a competitive landscape.

Business Case Study Discussion/ Indian Success stories discussion	A business case study discussion involves analyzing real-life business scenarios to draw insights, strategies, and lessons. Indian success stories discussions focus on examining achievements of Indian businesses, highlighting their innovative approaches, challenges overcome, and factors contributing to their success. These discussions offer valuable learning experiences and inspiration for aspiring entrepreneurs by showcasing practical examples of business growth and excellence.
Conflict Management	Conflict management refers to the process of addressing and resolving disagreements or disputes in a constructive manner. It involves effective communication, active listening, empathy, and negotiation skills to find mutually beneficial solutions. By managing conflicts, individuals and businesses can foster healthier relationships, enhance teamwork, and maintain a positive work environment.
Format of Pitch Desk	A pitch deck is a concise presentation format used to convey key information about a business or project. It generally includes sections like Problem, Solution, Market, Business Model, Traction, Competition, Marketing, Financials, Team, Ask, and Conclusion. Each section provides essential insights to engage potential investors or partners and spark further discussions.
Preparation of Business Plan by Participants	Participants prepare a business plan by structuring their business idea into a comprehensive document. This involves outlining the business concept, market analysis, products/services, marketing strategy, operations, team, financial projections, funding needs, and potential risks. The business plan serves as a roadmap for their venture, aiding in communication, decision-making, and attracting potential investors or partners.
Digital Marketing and Usage of social media for Promoting Business	Digital marketing encompasses online strategies to promote businesses. Utilizing social media involves leveraging platforms like Facebook, Instagram, and Twitter for targeted outreach. These approaches help businesses reach wider audiences, engage with customers, and build brand presence, ultimately driving growth through cost-effective and measurable methods.
Operations & Logistics	Operations and logistics involve managing the processes and systems that drive a business's day-to-day activities. Operations encompass production, service delivery, and overall efficiency. Logistics focus on the movement of goods, from sourcing to delivery, ensuring timely and cost-effective distribution. Both are vital for smooth business operations and customer satisfaction.
Enterprise Planning, Scope and Management	Enterprise planning encompasses strategic efforts to align all aspects of a business towards achieving its goals. It involves defining the scope of activities, setting objectives, and managing resources effectively. This process ensures that various departments and functions work cohesively, maximizing efficiency and contributing to the overall success of the enterprise.

Sales & Customer Relationship Management

Sales and customer relationship management involve strategies to attract customers, close deals, and maintain strong connections. It includes identifying leads, nurturing prospects, and converting them into customers. Additionally, customer relationship management focuses on building positive interactions, addressing concerns, and fostering loyalty. Effective sales and CRM techniques enhance business growth and customer satisfaction.

9. PROGRAMME EVALUATION

In their individual report, all the participants stated that the programme was highly beneficial. They stated that the training programme was an eye opener for them. They also stated that this training has equipped them with knowledge of entrepreneurship and now they can find out the ways for the entrepreneurial career opportunities in the area of small business development. This training will help them in showing the right direction to nano business and entrepreneurship. They also expressed that they have learned about various support organizations and their schemes for promoting entrepreneurship. The participants were of the opinion that this type of programme should be organized country wise.

10. ATTENDANCE OF THE PARTICIPANTS

Three-Weeks ITEC Programme on
ENTREPRENEURSHIP FOR SMALL BUSINESS
TRAINERS/PROMOTERS (ESB-TP)
(17 JULY – 4 AUGUST 2023)
ATTENDANCE SHEET (WEEK-1)

S.NO.	NAME	COUNTRY	Monday 17/07/23	Tuesday 18/07/23	Wednesday 19/07/23	Thursday 20/07/23	Friday 21/07/23
1	Ms. Cajona Whyte	Antigua and Barbuda					
2	Mr. Pema Drukpa	Bhutan					
3	Mr. Penjor Gyelshen	Bhutan					
4	Ms. Bitit Elias Kama	Ethiopia					
5	Mrs. Haat Getachew Alemayehu	Ethiopia					
6	Mr. Sayee Raj	Fiji					
7	Mr. Harrison Ndungu	Kenya					
8	Mr. Patrick Nyakundi	Kenya					
9	Mrs. Sharon Odhiambo	Kenya					
10	Mrs. Tita Uriam	Kiribati					
11	Mrs. Mpho Mpheti	Lesotho					
12	Mr. John Chinkwesa Jere	Malawi					
13	Mr. Moussa Bah	Mali					
14	Mr. Nouth Napo	Mali					

15	Mr. Tugayur Anan	Mongolia					
16	Mr. Zolaya Enkhbold	Mongolia					
17	Mr. Soumaya Louali	Morocco					
18	Mr. Adilino Silvestre	Mozambique					
19	Mr. Houdou Maiga Alio	Niger					
20	Mr. Idriasa Naba Zeinaba	Niger					
21	Mr. Ayman M.A. Alatawara	Palestine					
22	Mr. Angelina Abuk Justin Yase Arap	South Sudan					
23	Mr. Rose Rija Francis	South Sudan					
24	Mr. Dilip Kumar Abesekara Jayawardena	Sri Lanka					
25	Mr. Khasratil Umonov	Tajikistan					
26	Mr. Umidjon Ruzimadov	Tajikistan					
27	Mrs. Sabra Khamis Ngwali	Tanzania					
28	Mr. Mawura Abdulrahman Sahn	Tanzania					
29	Mr. Vickie Nakubulwa	Uganda					
30	Mr. Mamasabon Atakhabova	Uzbekistan					
31	Mrs. Saida Gopova	Uzbekistan					
32	Mr. Sukhrob Saitov	Uzbekistan					

Three-Weeks ITEC Programme on
ENTREPRENEURSHIP FOR SMALL BUSINESS
TRAINERS/PROMOTERS (ESB-TP)
(17 JULY – 4 AUGUST 2023)
ATTENDANCE SHEET (WEEK-2)

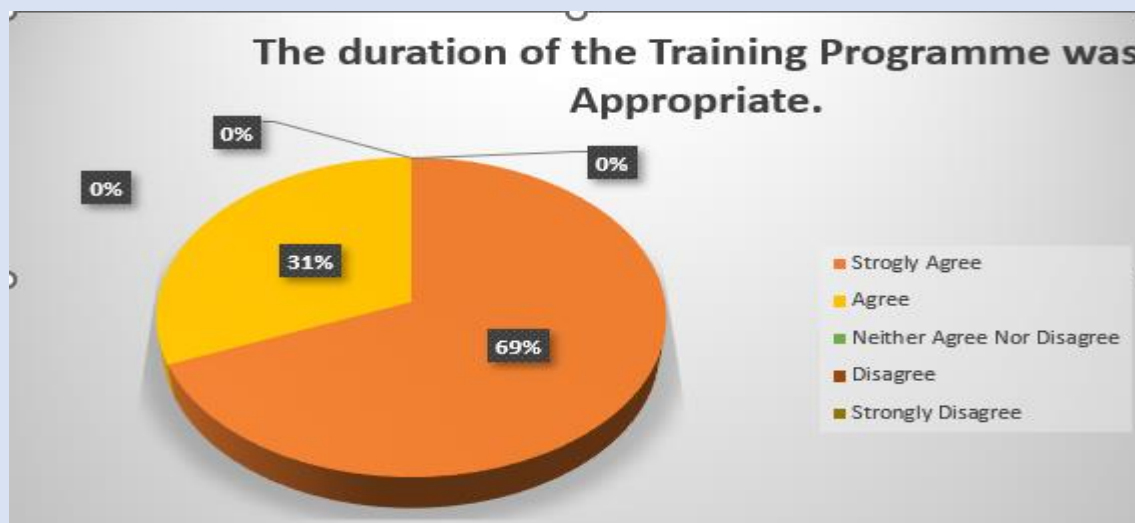
S.NO.	NAME	COUNTRY	Monday 24/07/23	Tuesday 25/07/23	Wednesday 26/07/23	Thursday 27/07/23	Friday 28/07/23
1	Ms. Cajona Whyte	Antigua and Barbuda					
2	Mr. Pema Drukpa	Bhutan					
3	Mr. Penjor Gyelshen	Bhutan					
4	Ms. Bitit Elias Kama	Ethiopia					
5	Mrs. Haat Getachew Alemayehu	Ethiopia					
6	Mr. Sayee Raj	Fiji					
7	Mr. Harrison Ndungu	Kenya					
8	Mr. Patrick Nyakundi	Kenya					
9	Mrs. Sharon Odhiambo	Kenya					
10	Mrs. Tita Uriam	Kiribati					
11	Mrs. Mpho Mpheti	Lesotho					
12	Mr. John Chinkwesa Jere	Malawi					
13	Mr. Moussa Bah	Mali					
14	Mr. Nouth Napo	Mali					

15	Mr. Ogoenat Seseer	Mongolia					
16	Mr. Zolaya Enkhbold	Mongolia					
17	Mr. Soumaya Louali	Morocco					
18	Mr. Adilino Silvestre	Mozambique					
19	Mr. Houdou Maiga Alio	Niger					
20	Mr. Idriasa Naba Zeinaba	Niger					
21	Mr. Ayman M.A. Alatawara	Palestine					
22	Mr. Angelina Abuk Justin Yase Arap	South Sudan					
23	Mr. Rose Rija Francis	South Sudan					
24	Mr. Dilip Kumar Abesekara Jayawardena	Sri Lanka					
25	Mr. Khasratil Umonov	Tajikistan					
26	Mr. Umidjon Ruzimadov	Tajikistan					
27	Mrs. Sabra Khamis Ngwali	Tanzania					
28	Mr. Mawura Abdulrahman Sahn	Tanzania					
29	Mr. Vickie Nakubulwa	Uganda					
30	Mr. Mamasabon Atakhabova	Uzbekistan					
31	Mrs. Saida Gopova	Uzbekistan					
32	Mr. Sukhrob Saitov	Uzbekistan					

11.FEEDBACK OF THE PARTICIPANTS

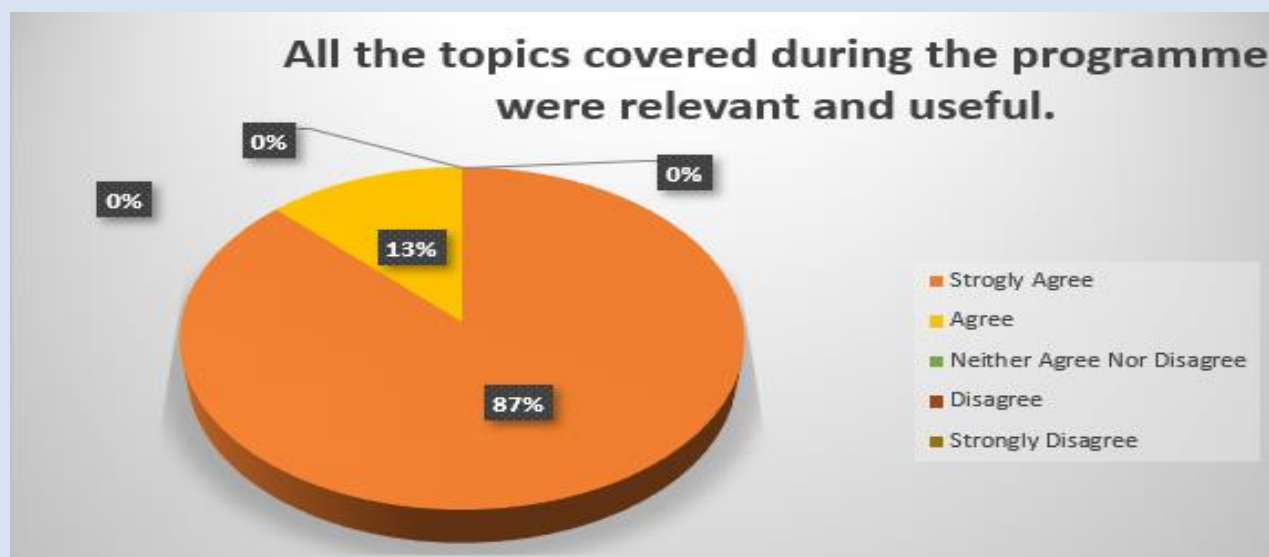
1. The duration of the Training Programme was Appropriate.

RESPONSE	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
NO. OF PARTICIPANTS	22	10	0	0	0



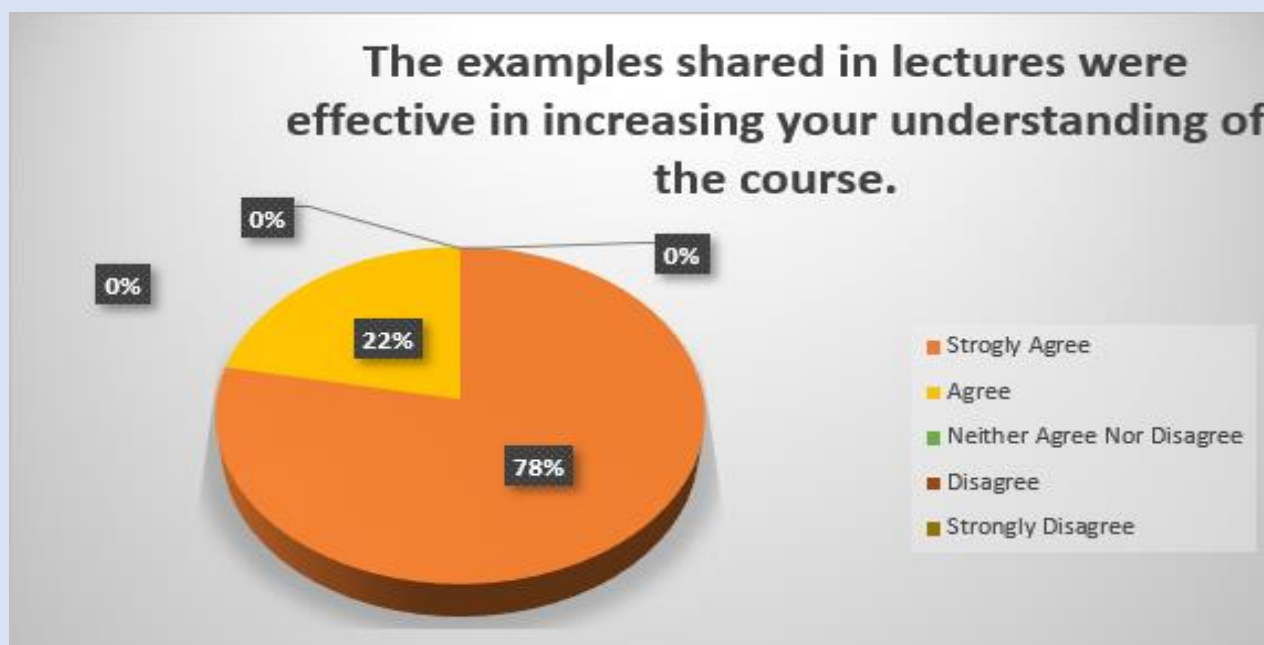
2. All the topics covered during the programme were relevant and useful.

RESPONSE	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
NO. OF PARTICIPANTS	28	04	0	0	0



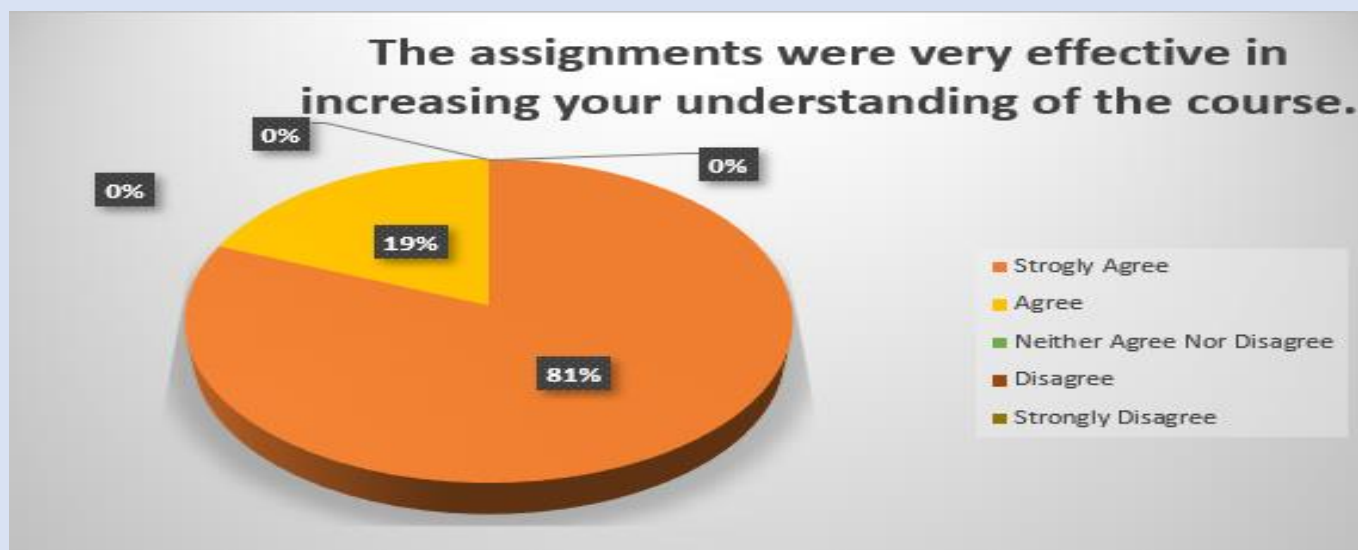
3. The examples shared in lectures were effective in increasing your understanding of the course.

RESPONSE	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
NO. OF PARTICIPANTS	25	07	0	0	0



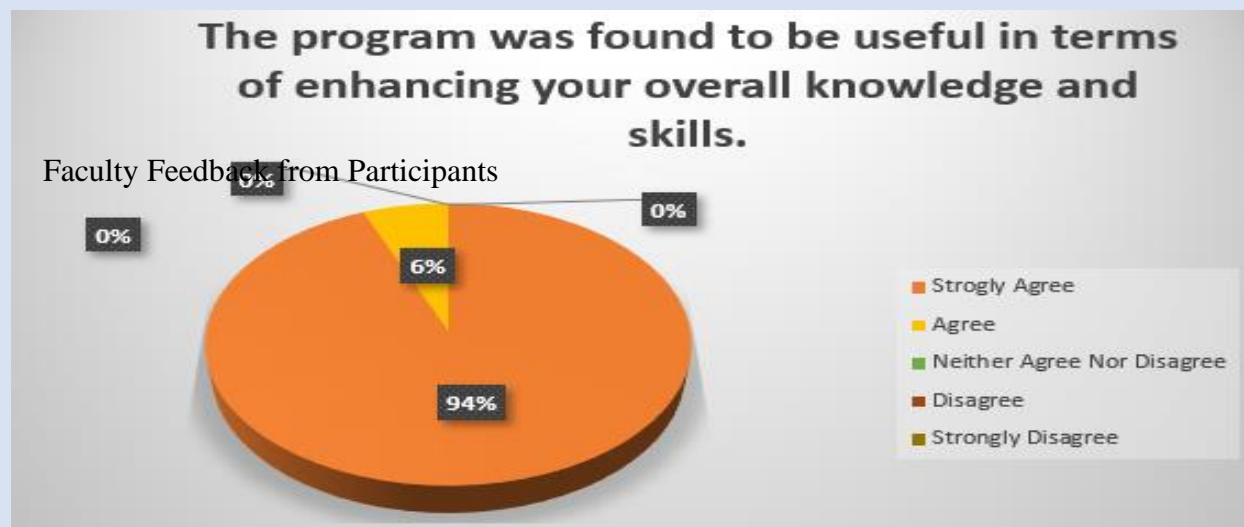
4. The assignments were very effective in increasing your understanding of the course.

RESPONSE	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
NO. OF PARTICIPANTS	26	06	0	0	0

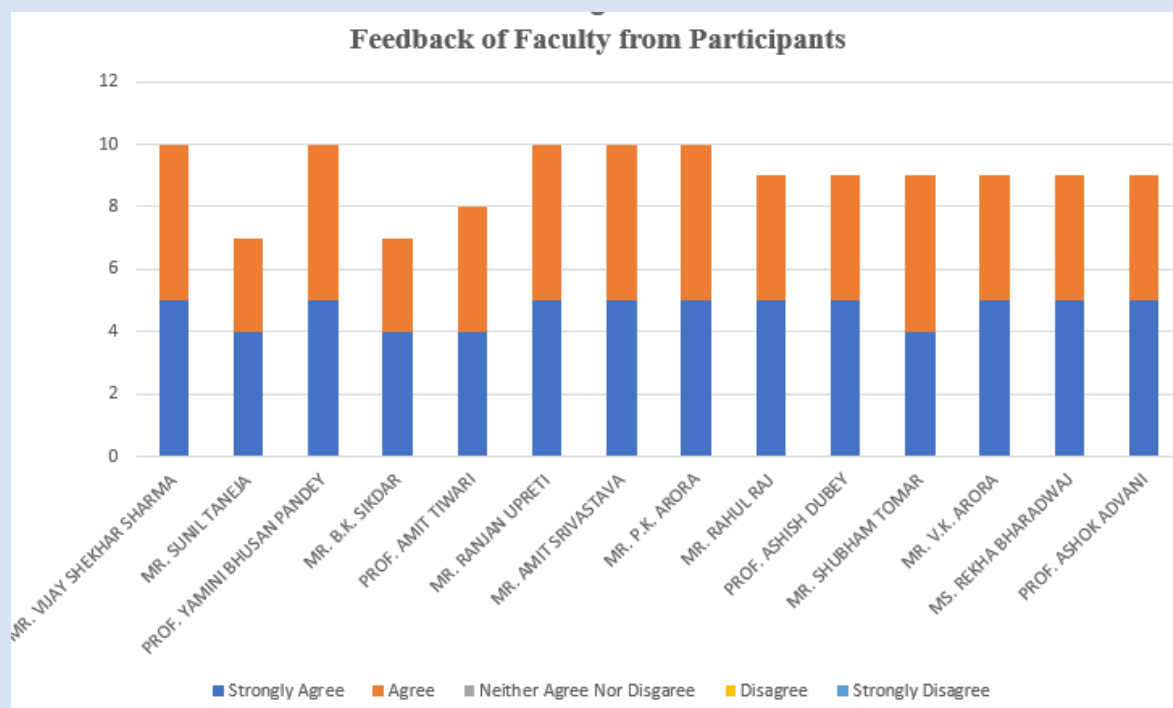


5. The program was found to be useful in terms of enhancing your overall knowledge and skills.

RESPONSE	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
NO. OF PARTICIPANTS	28	04	0	0	0



6. Feedback of the faculty from participants



12.ASSESSMENT OF THE PARTICIPANTS

S. No.	Applicant Id	Name	Country	Score
1.	2023ATG000004	Ms. Cajona Whyte	Antigua and Barbuda	8/20
2.	2023BTN000056	Mr. Pema Drukpa	Bhutan	14/20
3.	2023BTN000057	Mr. Penjor Gyeltshen	Bhutan	2/20
4.	2023ETH000141	Ms. Bitsit Elias Kuma	Ethiopia	8/20
5.	2023ETH000148	Ms. Hana Getachew Alemayehu	Ethiopia	6/20
6.	2023FJI000045	Mr. Satye Raj	Fiji	8/20
7.	2023KEN000048	Mr. Harrison Ndirangu	Kenya	10/20
8.	2023KEN000089	Mr. Patrick Nyakundi	Kenya	6/20
9.	2023KEN000109	Mrs. Sharon Odhiambo	Kenya	8/20
10.	2023KIR000033	Mrs. Tiia Uriam	Kiribati	12/20
11.	2023LSO000002	Mrs. Mpho Mphethi	Lesotho	10/20
12.	2023MWA000028	Mr. John Chinkhwesa Jere	Malawi	12/20
13.	2023MLI000051	Mr. Moussa Bah	Mali	4/20
14.	2023MLI000045	Mr. Nouh Napo	Mali	10/20
15.	2023MNG000040	Mr. Otgonbat Seseer	Mongolia	8/20
16.	2023MNG000042	Ms. Zolzaya Enkhbold	Mongolia	10/20
17.	2023MAR000014	Ms. Soumaya Loukili	Morocco	10/20

18.	2023MOZ000155	Mr. Adelino Silvestre Moiane	Mozambique	8/20
19.	2023NER000060	Mr. Houdou Maiga Alio	Niger	10/20
20.	2023NER000069	Ms. Idrissa Naba Zeinaba	Niger	8/20
21.	2023PLS000105	Mr. Ayman M.A. Alatawna	Palestine	6/20
22.	2023SSD000074	Mrs. Angelina Abuk Justin Yaac Arop	South Sudan	6/20
23.	2023SSD000076	Mrs. Rose Ihiju Francis	South Sudan	10/20
24.	2023LKA000064	Mr. Dilip Kumara Abesekara Jayawardana	Sri Lanka	6/20
25.	2023TJK000024	Mr. Khizirali Usmonov	Tajikistan	8/20
26.	2023TJK000052	Mr. Umedjon Ruzimadov	Tajikistan	6/20
27.	2023TZA000179	Mrs. Sabra Khamis Ngwali	Tanzania	14/20
28.	2023TZA000246	Ms. Mastura Abdulrahman Saleh	Tanzania	10/20
29.	2023UGA000021	Ms. Vickie Nakubulwa	Uganda	8/20
30.	2023UZB000091	Ms. Masumakhon Atakhujaeva	Uzbekistan	8/20
31.	2023UZB000073	Mrs. Saida Goipova	Uzbekistan	6/20
32.	2023UZB000162	Mr. Sukhrob Saitov	Uzbekistan	8/20

13.GLIMPSES OF THE INAUGURATION



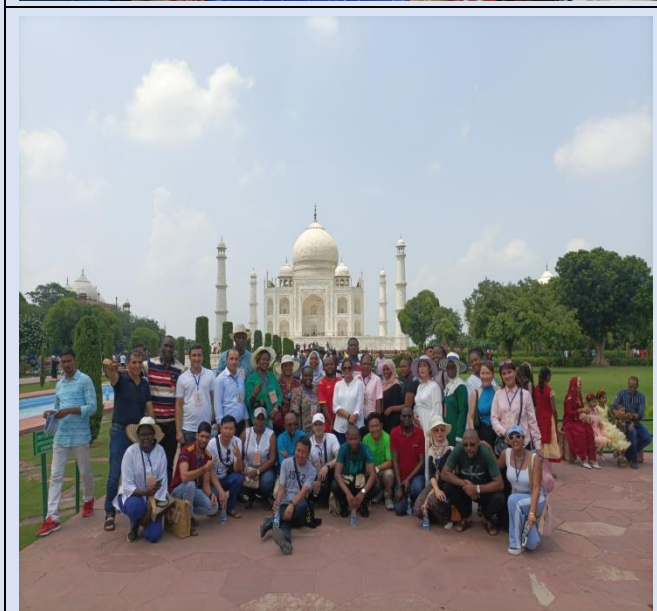
WELCOME TO THE PARTICIPANTS BY DR. POONAM SINHA, DIRECTOR NIESBUD



14. GLIMPSES OF THE SESSIONS IN PROGRESS



15. GLIMPSES OF THE STUDY VISIT



16. GLIMPSES OF THE HERITAGE WALK



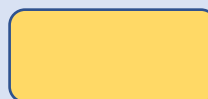
17. GLIMPSES OF THE VALEDICTORY FUNCTION



18. PROGRAMME CALENDAR

Days & Months	July 23	July 23	August 23
Monday	17	24	31
Tuesday	18	25	1
Wednesday	19	26	2
Thursday	20	27	3
Friday	21	28	4
Saturday	22	29	
Sunday	23	30	

Inauguration & Valedictory Function :-



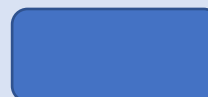
Training Days :-



Study Visit:-



Holidays :-



19. PROGRAMME SCHEDULE

FIRST WEEK

SESSION	MONDAY 17/07/2023	TUESDAY 18/07/2023	WEDNESDAY 19/07/2023	THURSDAY 20/07/2023	FRIDAY 21/07/2023
10:30 am -11:45 am	Registration, Welcome of Participants & Inauguration of the Programme Ms. Bhanu Priya	My Country, My Organization & I – Presentation Participants	Understanding Entrepreneurship and Innovation Prof. Yamini Bhusan Pandey MD, IIM, Lucknow	Government Support Eco System in the context of India Mr. BK Sikdar	Sensing Opportunity in export & Import Mr. Ranjan Upriti
11:45 am-12:00 pm	TEA BREAK				
12:00 pm-1:30 pm	About Institute Presentation Mr. Sunil Taneja	My Country, My Organization & I – Presentation Participants	Life Skills of an Entrepreneur Mr. Sunil Taneja	Government Support Eco System in the context of India Mr. BK Sikdar	Export & Import Incentives & Benefits Mr. Ranjan Upriti
1:30 pm-2:30 pm	LUNCH BREAK				
2:30 pm - 3:45 pm	About India Presentation Mr. Sunil Taneja	Challenges & Opportunity in Fin tech Sector Mr. Vijay Shekhar Sharma	Importance of self-employment over wage employment Mr. D K Singh Chief Consultant	Investment Life Cycle & challenges for startups Prof. Amit Tiwari Head, Startup Investment, IIM, Lucknow	Interaction with successful Entrepreneur Mr. Amit Srivastava Co-Founder Constems AI Pvt. Ltd.
3:45 pm - 4:00 pm	TEA BREAK				
4:00 pm – 5:30 pm	Institute Facilities & Allowance Ms. Bhanu Priya	My Country, My Organization & I – Presentation Participants	My Country, My Organization & I – Presentation Participants	My Country, My Organization & I – Presentation Participants	Library`

SECOND WEEK

SESSION	MONDAY 24/07/2023	TUESDAY 25/07/2023	WEDNESDAY 26/07/2023	THURSDAY 27/07/2023	FRIDAY 28/07/2023
10:30 am -11:45 am	Project Planning and Scheduling Techniques for small business enterprises Mr. PK Arora	Market Analysis Survey Mr. Rahul raj	Emerging Technologies in Invest India Mr. Shubham Tomar	Start Ups & Incubation Mr. V K Arora	Emotional Intelligence for entrepreneurs' success Ms. Rekha Bhardwaj
11:45 am-12:00 pm	TEA BREAK				
12:00 pm-1:30 pm	How to prepare Business Plan Mr. PK Arora	Branding & Positioning of Business Mr. Rahul raj	Case Studies In Entrepreneurship in the context of Indian Scenario Mr. Shubham Tomar	Format of Pitch Desk Mr. V K Arora	Conflict Management Ms. Rekha Bahrdwaj
1:30 pm-2:30 pm	LUNCH BREAK				
2:30 pm - 3:45 pm	Preparation of Business Plan by Participants	Digital Marketing and Usage of social media for Promoting Business Prof. Ashish Dubey IIM, Lucknow	Preparation of Back Home plan, News Letter	Briefing about Study Visit Dr. Neelam Raghuvanshi	Operation & Logistics Prof. Ashok Advani IIFT, New Delhi
3:45 pm - 4:00 pm	TEA BREAK				
4:00 pm – 5:30 pm	Preparation of Business Plan by Participants	Library	Library	Library	Supply Chain Management Prof. Ashok Advani IIFT, New Delhi

THIRD WEEK

SESSION	MONDAY 31/07/2023	TUESDAY 01/08/2023	WEDNESDAY 02/08/2023	THURSDAY 03/08/2023	FRIDAY 04/08/2023
10:30 am -11:45 am	STUDY VISIT			Evaluation of Presentation of Business Plan	Valedictory Function
11:45 am-12:00 pm	TEA BREAK				
12:00 pm-1:30 pm	STUDY VISIT			Evaluation of Presentation of Business Plan	Valedictory Function
1:30 pm- 2:30 pm	LUNCH BREAK				
2:30 pm -3:45 pm	STUDY VISIT			Presentation of Back Home Action Plan, Newsletter, Feedback etc	Valedictory Function
3:45 pm -4:00 pm	TEA BREAK				
4:00 pm – 5:30 pm	STUDY VISIT			Presentation of Back Home Action Plan, Newsletter, Feedback etc	Valedictory Function

Sunday to Tuesday (30.07.23 to 02.08.23)

Agra & Jaipur

20.FACULTY PROFILE

Ms. Hena Usman Director General, NIESBUD	<i>Ms. Hena Usman (Joint Secretary, MSDE) is the Academic and Administrative Head of the Institute.</i>
Dr. Poonam Sinha Director, Entrepreneurship Education	<i>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.</i>
Mr. P. K. Arora Senior Advisor	<i>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.</i>
Mr. D. K. Singh Chief Consultant	<i>He is having a total work experience of over 25 years in the field of Training and development. He is recognized as an expert in Training and Cluster development and management.</i>
Ms. Rekha Bharadwaj Senior Advisor, NIESBUD	<i>She has a total work experience of 33 years in BHEL and has superannuated as General Manager recently. During her employment with the PSU, she has held various positions related to Human resource management & development. She was in charge of corporate learning and development. She is a professional</i>
Mr. B. S. Sajwan Chief Consultant	<i>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.</i>
Dr. Charvi Mehta Technical Expert GIZ Govt. of India	<i>She is a Ph. D. with over 8 years' experience in the field of Entrepreneurship and Education. Worked with top bureaucracy in the Govt. of India initiating and developing numerous policy interventions in the area of Entrepreneurship and skilling.</i>
Mr. Sunil Taneja	<i>He has been Administrative Officer in NIESBUD and having more than 30 years of experience in the area of administration, teaching and research of training.</i>
Ms. Sunita Sangar	<i>She is Senior Consultant in Ministry of Women and Child Development. She is having many years of experience in the area of Gender Equality.</i>

Ms. Prachi Kaushik	<i>She is a successful Entrepreneur and she is the founder of VYOMINI Enterprise which is dealing in the area of sanitation and has received the many national awards.</i>
Prof. Jayaseelan Ganesan	<i>More than 40 years of industry and academic experience both in public/ private sector enterprises, Universities, Colleges and Institutions. Offer consultancy services through his proprietorship firm namely Entrepreneurship Development Services (EDSER). The services offered are in the following areas: Entrepreneurship and Enterprises development, Setting up first generation enterprises, Government support scheme, Business Incubation, Management system consultancy-Quality, Environment, Occupational Health and safety, Lean processes etc.</i>
Dr Saurabh Chandrashekharan Senior Consultant	<i>Has a Total Work Experience of over 9 Years in the field of Academics, Training and Development and Retail Banking. He has developed several learning materials for school education through ODL Mode in the area of Business & Commerce and training handbooks on entrepreneurship. He is involved with curriculum and content development for training programmes.</i>
Dr. Hari Shankar Shyam	<i>Dr. Hari Shankar Shyam is an eminent educationist, researcher and trainer in the areas of management education. He is doctorate in the field of management and has done his Masters in Management in the area of Marketing. He has done a certificate course in SPSS & Cognos conducted by IBM & a Certificate program in Marketing by the marketing magnate Philip Kotler. Dr. Shyam has a blend of industry academia experience of approximately 14 yrs. He is an expert in Marketing Planning & Implementation, Business Analytics and Strategy. His other areas of interest are Brand, CRM, Quality Management & OB. He is also associated with leading organizations like PHD Chamber of Commerce, ICMAI, Niesbud and Sahaj in the areas of research, training & consulting.</i>
Sh. Sanjeev Tandon	<i>Having total 35 years of experience in the area of accounts and taxation and have been associated with many government and private projects.</i>
Ms. Rita Nahata	<i>She is Dean Centre for Handicrafts Exports Management Studies and she is having 35 years of experience in the export and import.</i>
Mr. Hardik Rawat	<i>He is a successful an Agripreneur and having knowledge in the area of agriculture and water sanitation and development.</i>
Mr. Lalit Mohan	<i>He is having many years of experience in the are of digital marketing, social media and ecommerce and have been associated with many</i>

governments and private organization for social awareness through social media.

Mr. VK Arora

A Mentor/ Advisor, trainer and learner in the domain of Entrepreneurship, Startups, Business Incubation, Acceleration and Development.

Core Area – ‘Entrepreneurship, Start-ups, Business Development and Acceleration’

Establishment and Consultancy – Startups, Handholding (Small Business Development), Pre-Incubation (E-Cell), Business Incubators and Accelerators

Visiting Faculty/ Trainer – Strategic and General Management (PAN India)

Ms. Divya Aggarwal
Consultant

Having a total work experience of over 15 years in the field of training, research & consultancy. She is involved with curriculum and content development for training programmes.

Dr. Neelam Raghuvanshi
Consultant

Has a total work experience of over 11 years in the field of Business Administration with respect to academics, research etc. has been worked with various government bodies and prestige institutes like University Grants Commission and Indian Institute of Foreign Trade, New Delhi etc. She is involved with curriculum and content development for training programmes.

Mr. Arunendra Pratap Singh
IT Head

He is an IT expert with over 15 years of experience, has expertise in networking, development and server management, he is also heading the IT division at NIESBUD.

21. LIST OF THE PARTICIPANTS

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