



राष्ट्रीय उद्यमिता एवं लघु व्यवसाय विकास संस्थान
The National Institute for Entrepreneurship and Small
Business Development (NIESBUD)
An Autonomous Institute under Ministry of Skill Development and
Entrepreneurship, Govt. of India

1.

A. Name of the Institute	The National Institute for Entrepreneurship and Small Business Development (NIESBUD)	
B. Name/ Title of the Course	Women & Enterprise Development Programme (WED)- Trainers/Promoters Programme	
C. Course dates with duration in weeks [note: dates may be fixed keeping in mind festivals, holidays, weather conditions, availability of accommodations, etc. No request for change in dates, once approved/ circulated will be entertained]	From 31.07.2024 to 13.08.2024	2 Weeks
D. Eligibility Criteria for participants 1. Educational Qualifications 2. Work Experience required, if any 3. Age Limit (note: ITEC norms is 25-45 years) 4. Target Group (Level of participants and target ministries/ departments etc. may be indicated)	1. 'A' Level or Equivalent The medium of instruction being English, adequate knowledge of English is necessary for effective participation. 2. Sufficient experience in assisting women in creation and development of small business ventures. The officials (male or female) working in Developmental Organization and Women Entrepreneurs Associations industrial and small business development organizations, planning departments, financial institutions, commercial banks, research institutions and universities and NGOs/or development organization. Prospective women entrepreneurs can also benefit from the programme. 3. 25-45 years 4. The programme is recommended for senior executives/directors/officials/trainers/researchers of organizations/institutions working for development of women, developmental organizations and women entrepreneurs' associations engaged in assisting women in the creation and development of small business ventures. Prospective women entrepreneurs can also benefit from the program. Persons engaged/working in industrial and small business development organizations, planning departments, financial institutions, commercial banks, research institutions and universities and NGOs/or development organizations would find the programme useful.	
E. Aims & Objectives of the course	The course is designed to enable participants to:	



	<ul style="list-style-type: none">• To understand the Process of Women Empowerment through Entrepreneurship Development• To understand how to deal with gender related issues & improve gender sensitization effectively• To acquire ability and capabilities of deciding about new venture opportunities, planning organizing and successfully managing the Small Business/Enterprise• To improve the training delivery skills and business development services including credit support
F. Learning Outcomes	<p>Knowledge: The programme will help building the capabilities of trainers/promoters by enabling them to understand the process of Women Empowerment through Entrepreneurship Development, how to deal with gender issues, understand the dynamics of enterprise launching; project formulation and its appraisal and mobilizing resources.</p> <p>Skills:</p> <ul style="list-style-type: none">• Enhance their knowledge for Achievement• Life Skills – Leadership, Team Building, Interpersonal communication, Effective Negotiation, Creativity & Innovation, facilitating, Mentoring & Counseling, Emotional Intelligence, Problem Solving and Decision Making• Managing women led enterprises• Digital Marketing• Project Management Techniques
G. Course Contents/ Syllabus (please attach course details/ profile)	<p><u>COURSE CONTENTS</u></p> <p>Women Empowerment through Enterprise Development</p> <ul style="list-style-type: none">• Women, poverty, gender and development• Gender sensitization in support organizations• Process of empowering women through enterprise building• Entrepreneurial Competencies for Women Empowerment• Motivational Techniques/Strategy for success among women <p>Small Business Creation</p> <ul style="list-style-type: none">• Techniques of identification of business and self-employment opportunities for women



- Role of Government, Non-Government Organization – Policies and programmes
- Formation of Self-Help Groups
- Access to Micro Credit

Project Report Formulation

- Understanding market-product matrix
- Market survey
- Preparation of Business Plan

Small Business Management

- Production and operation management
- Materials management
- Marketing management
- Managing conflict in social role
- Financial Management
- E-marketing
- Competitiveness

Growth and Expansion

- Monitoring & Evaluation
- Sustaining Enterprise through growth
- Lobbying & Advocacy
- International Networking

Success Stories

- Interaction with Successful Women Entrepreneurs in the various fields

Field Studies

- Study of small enterprises of different types managed by women
- Study of institutions promoting small business Experience Sharing
- Interaction with Women Entrepreneurs, senior Government

Good Governance schemes to be covered:

- Mahila E-Haat Scheme- Market Linkages
- Mudra Loan Scheme- Credit Linkages Scheme Officials



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**H. Mode of Evaluation of
performance of the participants**

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

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