3 Day - Executive Training Programme on:

Entrepreneurship Development

Objective: To equip professionals with the skills and knowledge required to identify and support potential entrepreneurs in rural communities. The training will provide an overview of enterprise development, entrepreneurship, and how to create a supportive environment for rural entrepreneurship to thrive.

Module outline:

1. Introduction:
   - Overview of the training program
   - Importance of enterprise development in rural communities
   - Current challenges around the same.
   - Role of professionals (participants) in supporting and identifying potential entrepreneurs.
2. Identifying potential entrepreneurs:
   - Understanding the characteristics of potential entrepreneurs
   - Techniques for identifying potential entrepreneurs in rural communities (like KBBL etc.)
   - Conducting market research to identify viable enterprise opportunities
3. Enterprise support services:
   - Overview of enterprise support services
   - Identifying the types of support services required by potential entrepreneurs
   - Developing support programs and services for entrepreneurs
   - Providing financial assistance to entrepreneurs
4. Building an ecosystem for entrepreneurs
   - Understanding the role of the ecosystem in supporting entrepreneurship
   - Identifying the key stakeholders in the ecosystem
   - Developing partnerships with stakeholders to build a supportive ecosystem (discuss around coalition meeting)
5. Enterprise setup and promotion
   - Developing a business plan, major component of the business plan (sharing some of the enterprise compendium)
   - Identifying the required resources for setting up an enterprise
   - Developing a marketing strategy to promote the enterprise
   - Developing a branding strategy for the enterprise
6. Tools for enterprise development
   - Overview of the tools and resources available for enterprise development
   - Developing a toolkit for entrepreneurs
   - Providing training and support on the use of toolkit
7. Monitoring and Evaluation:

- Understanding the importance of monitoring and evaluating enterprise development programs
- Developing monitoring and evaluation plan
- Collecting and analyzing data on the impact of enterprise development programs (sample of database that we are maintaining about loan repayment as well)

8. Conclusion
   - Review of the key learning points
   - Next steps for implementing enterprise development programs in rural communities
   - Sharing of the plan by the participants to take cation for supporting entrepreneurship program.

The training module will be delivered through a combination of classroom training, case studies, group discussions, and hand-on – exercises. Participants will also be provided with relevant reading materials and access to online resources like enterprise compendium, KBBL module, tool kit etc. to support participants in implementing the skills and knowledge gained during the training program.

Costing:

Enterprise Development Package

(a) Entrepreneurship Promotion

(b) Enterprise Development and Enterprise Support Services

(c) Enterprise Ecosystem Development

Assessment and Module Development Cost (inclusive of all taxes): INR 3,00,000/-

Module Delivery Cost: INR 15,000/- per person [20 participants]