

RURAL DEVELOPMENT MANAGEMENT PROGRAM	
Name of the Course	RURAL ENTREPRENEURSHIP MANAGEMENT TRAINING PROGRAM
Duration of the Course	2 weeks 40 hrs capsule

Relevance of the Course:

The course will help in understanding the basics of rural development, its challenges, and solutions for entrepreneurship and cluster development and collective enterprises.

Objective of the Course:

- To understand cluster development and collective enterprises its dynamics and scope
- To train the students and faculty in identifying a collective and developing a project proposal.
- To enhance and sharpen their skills to develop a viable detailed project report.
- To understand resource management for building a project with technological and social innovations.
- To develop in depth understanding of project management, sustainable livelihoods, innovative and green technologies in rural context.

Course Contents:

- Videos and other case study summaries of previous cluster models
- Understand characteristics of a model cluster
- Comparison of market driven v/s supply driven project plans
- Role and responsibilities of various stakeholders
- Exposure to existing government schemes on cluster development
- Exposure to writing synopsis, concept notes, Detailed Project Reports (DPRs) culminating in digital presentations.
- Facets of project incubation from identification to development of a final report.
- Identification of target customer and potential market linkages.
- Evaluations based on assimilation exercises, questionnaires, group activities and field visits. Documentation of the entire process to be supplemented by photographs and videos.
- Syllabus aligned to enhancing cognitive skills to produce innovative ideas in the fields of technology, management, design, packaging, value additions.

- Awareness of social and environment friendly applications at project level.
- Exposure to business and social entrepreneurship skills.

Prerequisite:

It would be desirable to put the faculty and students through the following pre-requisites before starting the program training:

Soft skills: 40 hours course (or customized) available in online and offline mode.

Fundamentals of the course: A 40-hour course is desirable for the faculty and students to get familiar with the business environment and workflow and that will also include hands on experience in using online modes.

Methodology:

- Online, self-paced e-Learning. This will be supplemented by live webinars.
- Classroom interaction, panel discussions and group.
- Presentations on virtual platforms, webinars, and web clinics.
- Case studies and group discussions.
- Field visits, and interaction with artisans, farmers, local ecosystem and other stakeholders.
- Data collection, collation, and analysis.
- Report writing and recommendations.