

# Entrepreneurship & Small Business Promotion

January 7, 2019 – February 15, 2019

## **Rationale:**

Entrepreneur Trainer-Motivators (ETMs) acquire a place of prominence because they have taken upon themselves the responsibility of raising the motivation to achieve, thus inducing among people the spirit and skills to set up their business ventures. However, with the changing times, it is important for ETMs as well, to acquire new tools and techniques to lead potential entrepreneurs to new enterprise creation as also facilitate growth of existing small enterprises. The programme addresses this need.

## **Objectives:**

The prime objective is to develop a cadre of hardcore professionals who will work for the promotion of economic activities in developing countries. They will be equipped with new tools and techniques to lead potential entrepreneurs to new enterprise creation as also facilitate growth of existing small enterprises, thereby intensifying and strengthening the efforts of policy makers and planners towards economic development of their respective countries.

## **Target group:**

The programme has been specially designed for professionals involved in activities related to promoting Entrepreneurship. It is, therefore, especially suited to the following:

- Small Business Counsellors
- Entrepreneurship Trainer-Motivators
- Small Business Promotion Officers
- Bankers/Officials of Financial Institutions
- Extension Workers of NGOs
- Executives of Government Organizations engaged in investment/Business promotion
- Credit Officers-Small Business Advisors/Consultants

## **Course Content:**

The course content is specially designed for professionals having different backgrounds, and keeping in mind the international scenario for entrepreneurship development and small business. It mainly covers the following critical areas of entrepreneurship and small business promotion:

**Module 1** - Entrepreneur, Enterprise and Entrepreneurship

**Module 2** - Women and Entrepreneurship

**Module 3** – Analysis of Competencies and Assessing Potential Entrepreneurs

**Module 4** - Business Opportunity Identification & Business Plan Preparation

**Module 5** - Small Business Management

**Module 6** - Designing and Managing Support Services for Potential Entrepreneurs

**Module 8** - Effective Business Counselling

**Benefits to participants:**

The participants will acquire skills to:

- Identify and analyse constraints and barriers to entrepreneurship development and devise appropriate strategies
- Initiate, plan and implement entrepreneurship development activities for creation of small enterprises
- Sensitize the environment for extending timely assistance and support required for establishment of small business ventures
- Effectively counsel the entrepreneurs in various areas such as: enterprise selection, implementation and management of new enterprises as well as survival, growth and diversification of existing enterprises

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