Course Name: e-ITEC course on Capacity Building Programme to Develop a Cadre of Mentors/Counsellors on Entrepreneurship

Duration: 2 weeks
Course dates: 19th July to 30th July, 2021

I. Rationale:

The survival rate of new businesses can be strengthened if a mentor is made available to new-age entrepreneurs. Mentors can provide support, motivation, validation and encouragement to budding entrepreneurs and can help them with strategies to move forward. Therefore, besides facilitating entrepreneurs, the entrepreneurship ecosystem should also simultaneously embrace and support the emergence of competent mentors who can handhold new age entrepreneurs in their quest to set up scalable and successful ventures.

A systematic approach to identification of business opportunities, and formulation and appraisal of business plans focusing on cost effective technologies, is bound to open up new vistas for industrial development. When coupled with planned interventions to identify, select, develop and support potential entrepreneurs, this will translate into creation of new enterprises and thus hasten the pace of economic development.

II. Objectives:

The major objectives of developing capacities of the Mentors/Counsellors is to create a cadre of trained/well-informed human resource which in turn extend complete guidance to the potential entrepreneurs in setting up their own businesses and to create an enabling ecosystem for entrepreneurship development.

III. Course Content:

The participants will be exposed to important small enterprise development principles and their application, specifically to situations/local context. In order to fulfil the objectives, the course content proposes to cover all the critical areas of enterprise creation and management. The major thrust of the programme would be on equipping mentors and counsellors with the necessary tools and techniques for setting up enterprises. It will cover the following aspects:
• Entrepreneurship Development Process and Practice
• Enterprise Establishment Process & Solving the Issues/Problems
• Understanding the Entrepreneurship Ecosystem
• Knowledge on How to Do Market Research, Opportunity Identification, Business Plan Preparation
• Understanding the Business Model Canvas

IV. Schedule of Classes:

The training programme will be of 2 weeks duration.

• Each week: 3 online live sessions (60 minutes each) every day, beginning from 10.00 am (IST), for five days in a week.
• The programme will thus have 30 sessions in all, spread over a period of 2 weeks.

Delivery Mechanism, Features, Pedagogy, and Evaluation for the Course:

a. Methodology:

All participants would be asked to join the programme through their respective web-link generated by EDII and the online training will be imparted through the Learning Management System (LMS).

b. Unique Features of LMS:

• Participants will find relevant content much faster and easier
• It will shorten the time to learn and maximize retention
• Will be delivered through web-based access to read, view, play all content formats
• Participants can learn this programme through iPad/Tablet, Mobile, Laptop etc.
• Need to have Windows-10 app or android/IOS system
• Digital attendance of the participants
• Course material to be provided through emails

c. Pedagogy & Delivery:

The programme will be delivered using various online tools and techniques to hone the knowledge and implementation readiness of participants through online lectures, case study, action plan preparation etc.

• The participants will also be given assignments/case-studies to discuss, analyse and make presentation either individually or in small groups. They will also have the benefit of interacting
with the faculty over email to solve their questions/queries related to the subject delivered online.

- Participation through video attendance is mandatory.

**d. Evaluation Mechanism:**

To know the learning acquired by the trainees, the impact will be assessed through online evaluation mechanism at the end of the programme. The participants will also be asked to submit their action plan to help us understand the necessary actions to be undertaken at our end.