Course Name: e-ITEC course on New Enterprise Creation and Skill Upgradation Programme for Bhutanese Youth on Impact Enterprises

Duration: 4 weeks
Course dates: 2\textsuperscript{nd} August-27\textsuperscript{th} August, 2021

I. Rationale:

Among the many global concerns, one which is a development priority for most countries is the need to facilitate youth access to decent jobs leading to their financial independence. And this can be achieved by promoting entrepreneurship and setting up of new enterprises which not only assists in establishment of new businesses but also inculcates an enterprising spirit among young people. Entrepreneurial competencies facilitate pursuance of business ventures and are considered as critical occupational skills in the present day scenario.

Interventions centred on skills development training thus assume significance if countries are to ensure financial inclusion of young people and improve their employability. Establishing a local ecosystem to support local entrepreneurship and putting in place strategies and promotion programmes aimed at improving small and medium enterprises and providing a boost to start-ups are the need-of-the-hour.

Besides, the new age entrepreneur wants to balance generating profits with addressing social and environmental concerns, and therefore a functioning ecosystem that offers access to capital, talent, networks and other resources to sustain social and societal growth, should be developed.

The need for this ecosystem is more pertinent now, because the COVID-19 pandemic has torn apart the dreams and aspirations of scores of potential entrepreneurs. It is time we gave them the much-needed boost by imparting the right education and providing them with an ecosystem that supports their ongoing growth, upskilling and access to the tools and resources they need to develop their ventures.

II. Objectives:
The programme is designed to prepare youth for careers as business creators and developers. It will instill in them the ability to identify entrepreneurial opportunities that exist, those that represent untapped markets, and those that can be created by applying existing technologies to new markets. It will train and develop well rounded first-generation entrepreneurs who can establish and run their own businesses, and will groom the younger generation members of business families and prepare them to take the reins of the family business. The programme can also be pursued by management professionals who will be equipped with the skills to run start-ups and small businesses as managers.

The specific objectives are to guide, impart skill, develop and facilitate Bhutanese Youth in setting up their own enterprises and not only become self-employed but create jobs for others also.

III. **Target Group:**

The programme can be addressed to all those youths who may have latent entrepreneurial potential and are willing to take up the challenges of an entrepreneurial career.

IV. **Educational Qualification:**

Graduation with basic knowledge of English language and numerical skills is preferred. The participants should also possess basic computer literacy so as to be able to attend the online programme.

V. **Course Content:**

The comprehensive training package of New Enterprise Creation will be based on conceptual understanding of the process of entrepreneurship development. The inputs will aim at developing selected potential entrepreneurs into ‘well rounded competent entrepreneurs’ together with a definite plan of the enterprise they are to set up.

Following inputs will be delivered during the online training phase:

- **Information Inputs:** Major objective of imparting information inputs is to help participants understand the tasks involved in setting up an enterprise and the facilities available from the Government for the same. They are also made aware of the various formalities/procedures for setting up the venture, role of various regulatory agencies, promotional schemes, etc. Aspects of planning, objective setting, prioritisation, time management etc. will also be addressed.

- **Business Opportunity Guidance (BoG):** This input is provided to the trainees in order to make them aware of opportunity structure in the environment and develop skills for
‘opportunity search’. BoG helps potential entrepreneurs to internalize the process of opportunity identification.

- **Formulation of Preliminary Business Plan (PBP) and Market Survey:** Objective of this exercise is to help the participants make a prima facie assessment of the viability of business opportunities identified through BoG phase of the programme and generate a measure of confidence in the same.
  
The process of formulating preliminary business plan will be clubbed with a `market survey'. The participants will be provided with basic guidelines for conducting a quick market survey. The PBP will be on the basis of information collected during the market survey and will be prepared by the trainees themselves. In the process they would develop a keen understanding of the business opportunity, sharpen their understanding about the project and test/develop their entrepreneurial competencies such as `information seeking', `persistence etc. Their skills in writing, communication and engagement, networking, negotiation, people management etc. will thus be tested and refined further.

- **Behavioural Inputs:** Behavioural inputs, better known as Achievement Motivation Training (AMT), are imparted to the trainees to develop their entrepreneurial traits such as need to achieve, risk-taking, initiative-taking, etc. AMT is conducted by seasoned and well experienced behavioural scientists or an AMT expert. Since it is based on the principles of experiential learning, training is imparted through group discussion, role-plays, business games, etc.

- **Business Plan Preparation (BPP):** Objective of this input is to enable the trainees to finalise their business plans for submitting to funding agencies for financial assistance. Participants are expected to finalise the plans before the formal training gets over. This is facilitated through one-to-one counselling wherein the trainees are assisted in identifying information needs/sources and in formulating business plans. Skills related to design thinking and innovation, and strategizing are put into practice here.

- **Managerial Inputs:** The objective of providing management inputs is not to develop expertise in various functional areas of management but to sensitise the trainees on the complex nature of inter-dependencies amongst various management functions. Work management tools & systems creation and process design will be dealt with herein.

- **Marketing Skills:** Purpose of this input is to enable the trainees to adopt an appropriate approach to marketing of their services or products. Experience sharing by practitioners will be adopted to impart learnings. Participants will understand sales concepts and will learn to craft their own marketing approach. They will also learn about strategy and value creation and get familiarised with marketing tools and technology.
• **Compliances (Legal System) Related Inputs:** Inputs related to legal aspects will be provided to the trainees in order to make them aware about the rules and regulations involved in establishing and running a small business venture. Inputs pertaining to labour laws, business registration, tax, and other statutory requirements will be imparted.

VI. **Expected Outcome:**

The programme will unleash entrepreneurial potential of 40 Bhutanese Youths and will make them abreast with the latest in tools and techniques to set up enterprises. Participants will be able to appraise and harness entrepreneurial management practices, and will benefit by learning current trends in organizational strategies and working styles, resulting in better alignment of individual and organizational goals.

At the end of the training, the participants will be able to:

a. Identify business opportunities in chosen sector/sub-sector and plan and market and sell products/services
b. Start a small business enterprise by liaising with different stakeholders
c. Effectively manage small business enterprise.

VII. **Schedule of Classes:**

The training programme will be of 4 weeks duration.

• Each week: 3 online live sessions (60 minutes each) of training inputs each day, beginning from 10.00 am (IST), for five days in a week.
• The programme will thus have 60 sessions in all, spread over a period of 4 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.