

GENERAL EDP

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Types of Entrepreneurship Development Programmes

I. GENERAL EDP

MODULE - I

INTRODUCTION & BEHAVIORAL ASPECTS

OBJECTIVES:

- To stimulate the participants for shedding inhibitions
- To create a learning environment
- To familiarize the participants about the organization, trainer and fellow trainees and rapport building
- To remove dependency syndrome and knowing their potential
- To create interest for taking up self-employment
- To create awareness about the entrepreneurial competencies
- To take up evaluation for Self assessment and internalizing entrepreneurial competencies
- To elicit importance of goal setting, risk taking behavior, systematic planning, efficiency orientation and concern for quality
- To take up systematic and logical approach to accomplish the goal
- To enhance the problem solving ability by using one's creativity

CONTENTS AND METHODS:

Subject	Content	Methodology	No. of sessions
About the Institute	Objectives of the training programme, activities of the institute, usefulness of the programme, highlighting the success stories	Lecture, presentations, interaction, video	1
Micro lab	Ice breaking - Breaking the barriers, sharing of thoughts, improving interpersonal skills, heterogeneous to homogeneous group	Game, skit, role play, sharing experience & thoughts	2
Achievement motivation	Empowerment - Developing self confidence, motivation, removing inferiority and low self esteem, importance of positive attitude & human values	Lecture, story telling, interactions, audio & videos	1

Subject	Content	Methodology	No. of sessions
Why Self Employment/ Entrepreneurship Development	Advantages of self employment over wage employment. Entrepreneurship - a new dimension to self employment - Concept and description	Lecture, story telling, interactions, audio & videos	1
Entrepreneurial Competencies	Description of 15 competencies & their importance - Narrations with examples	Lecture, interactions, case study	2
Self Rating Questionnaire (SRQ)	Self evaluation - Identification of competencies - Internalization of competencies	Self Rating Questionnaire	Post evening
Ring Toss exercise	Competencies - Risk taking & Goal setting	Administering the game and its analysis, interaction/discussions	2
Boat Building exercise	Competencies - Systematic planning and efficiency orientation, concern for quality	Administering the game and its analysis, interaction/discussions	2
Tower Building exercise	Competencies - Developing self confidence, eradication of dependency syndrome	Administering the game and its analysis, interaction/discussions	1
Problem Solving	Diagnosis of problems, their types, use of creativity for finding alternative solutions	Lecture, games and exercises	1

MODULE - II

ENTERPRISE LAUNCHING ASPECTS

OBJECTIVES:

- To facilitate identification of Business Opportunities
- To illustrate selection methodology of a business activity
- To collect information required for preparing a project report on the selected activity
- To collect market data to understand market forces
- To create awareness about the support systems & process of setting up an enterprise
- To improve the information seeking competencies
- To equip the skills of preparing a business plan
- To understand the resource requirements and pitfalls in setting up of an enterprise
- To have first hand information on starting of an enterprise
- To understand the practices, machinery, tools & equipments required for launching an enterprise
- To understand the logistics involved in launching an enterprise

CONTENTS AND METHODS:

Subject	Content	Methodology	No. of sessions
Business Opportunity Guidance	Business ideas, tools for generating ideas, creativity, research techniques, brain storming, sample ways of generating ideas, capturing and screening ideas, classification & shorting, macro screening, micro screening, rating chart, SWOT analysis, final selection of the activity	Lecture, case study, exercise, Group discussion, presentation, interaction, Product Adalat	4
Market Survey	Methodology, need and importance, process of conducting marketing survey, key components, questionnaire, tips for effective market survey, collection of data, analysis of data and report preparation, defining the size of the activity	Lecture, interaction, field visits, collection of data, report preparation, group discussions, presentation & analysis	7

Subject	Content	Methodology	No. of sessions
Business Plan Preparation	Why & what of business plan?, format - process of preparation, understanding the concepts i.e. Fixed cost, Variable cost, Break Even Point, assessment of working capital - practical preparation	Lecture, exercise, group discussions, presentations, analysis, evaluation	3
Banking	Banking - Background & its services, deposits & advances, lending schemes, Government schemes, supporting facilities for entrepreneurs	Lecture & interaction with Branch Manager/s	2
Insurance	Need for Insurance and its advantages, types, schemes, coverage, premium, exclusion clause, claim settlement	Lecture & interaction	1
Interaction with successful entrepreneur/ visit to successful unit	Experience sharing, first hand information for starting the enterprise, strategies for problem solving, logistics, clarification of doubts	Lecture, interaction & visits - practical field exposure	1
Launching Formalities	Viability of selected project, selection of place, source of funds, licensing & logistics, supply of electricity & water, fixing of furniture/equipment, labour, raw materials, suppliers & procurement, production/ servicing, identifying the customer group, marketing, profit, evaluation	Lecture, exercise, group discussions, presentations, lecture, exercise, group discussions, presentations	1
Pitfalls in Launching	Improper selection of project & place, inadequacy of knowledge/ skill/ information, supporting factors, situational factors, change of technology, inadequate infrastructure, changing market trend, Government policies, improper finance, misutilisation of funds	Lecture, exercise, group discussions, presentations, lecture, exercise, group discussions, presentations	1

MODULE - III

MANAGERIAL ASPECTS

OBJECTIVES:

- To understand the intricacies and inter dependency amongst various facets of management
- To understand the complete aspects of marketing and customer management
- To experience the practical aspects of marketing
- To reinforce all aspects encountered in the day to day business
- To create awareness about the importance of efficient time management
- To equip the entrepreneur for proper accounting, book keeping & cash management
- To understand the various aspects of business laws, inventory management, growth & diversification of enterprises

CONTENTS AND METHODS:

Subject	Content	Methodology	No. of sessions
Marketing Management	Marketing aspects - marketing strategy, 4Ps of marketing, customer segmentation, customer satisfaction, packaging, branding, unique selling proposition, practical marketing, group exercise, reporting, presentation, evaluation	Lecture, discussions, interaction, group practical, field exercise & presentation	5
Book Keeping & accountancy	Accounts - revenue, capital, cash accounts, sales & purchase - methods in book keeping	Lecture, interaction & exercises	2
Time Management	Importance, efficient time management techniques, correlation between time & stress, delegation of work, commitment to work contract, etc	Lecture and exercises	1
Laws of business	Business laws, taxation & related laws, legal aspects of weights and measures	Lecture & interaction	1
Inventory Management	Purchasing techniques, raw materials, stock maintenance, stores management	Lecture & interaction	1

Subject	Content	Methodology	No. of sessions
Growth of an enterprise	Growth & diversification, organic & inorganic growth, vertical & lateral growth, expansion, strategies for growth	Lecture & interaction	1
Effective Communication skills	Need and importance of effective communication, types of communication, body language, listening skills, art of convincing and negotiation	Lecture, exercises, demonstration, role play	1
Human Relations	Need, importance & tips for better human relations, human values, networking, self interest vs. selfishness, honesty and integrity, positive thinking	Lecture and exercises	1

Abstract

Total No. of sessions in a General EDP

Sl. No.	Name of the Module	No. of sessions
Module I	Behavioural aspects	13
Module II	Enterprise launching aspects	20
Module III	Managerial aspects	13
	Others (registration & feedback)	02
	Total	48

Note: In a residential REDP, the programme will be completed in 12 days at the rate of 4 sessions a day.

RURAL ENTREPRENEURSHIP DEVELOPMENT PROGRAMME (REDP)

Day	Session	Subject
01	I	Registration & Inauguration
	II	About the Institute, rules & regulations of training/institute
	III & IV	Micro lab - Ice breaking exercise
02	I	Achievement Motivation - confidence building
	II	Why self employment - Advantages over wage employment, Entrepreneurship Development - What, Why & How? - (introduction)
	III & IV	Entrepreneurial competencies - importance, explanation with examples, case study for identification of different competencies
	Post evening	Self Rating Questionnaire (SRQ) on competencies - evaluation
03	I	Problem solving - explanation through lecture, games and exercises
	II	Human relations - Importance, principles & methodology
	III & IV	Risk taking and goal setting - Ring Toss exercise
04	I	Effective communication skills
	II	Time management
	III & IV	Banking-deposits & advances, lending schemes/Government schemes
05	I to IV	Business Opportunity Guidance - Description of methodology, case study - group exercise & product Adult - selection of product/service
06	I	Market survey - sources, nature of information to be collected
	II to IV	Market survey - collection of information, field work
07	I to III	Market survey - report writing, presentation, group discussion & analysis
	IV	Decision making & eradicating dependency syndrome - Tower building
08	I & II	Business plan preparation- what, why and how? plan format, costing & pricing, Fixed Cost, Variable Cost, Break even point etc.
	III	Working capital and its management
	IV	Business plan/project report preparation - practical
09	I	Marketing management - 4P's of marketing, managing the customers
	II	Insurance
	III & IV	Systematic planning & efficiency orientation - Boat building exercise
10	I to III	Marketing - practical field exposure - Group exercise
	IV	Experience sharing of practical marketing
11	I & II	Book keeping and accountancy-revenue accounts, cash accounts, sales & purchase, book keeping methodology
	III	Experience sharing - interaction with successful entrepreneurs
	IV	Business laws - Taxation and related laws, legal aspects of weights and measures
12	I	Inventory management - Purchasing techniques
	II & III	Launching formalities - steps in launching of an enterprise, common crisis in business - pitfalls and their control
	IV	Growth and diversification of enterprise
	Post evening	Feedback and Valedictory

Please Note: Individual counseling for at least two trainees is to be done each day during the intervals / at end of the day *preferably from 5th day onwards*.

EDP - PRIME MINISTER'S EMPLOYMENT GENERATION PROGRAMME (PMEGP)

Day	Session	Subject
01	I	Registration & Inauguration
	II	Rapport building & unfreezing - Micro lab
	III	Entrepreneurship, charms & challenges
	IV	Characteristics of an entrepreneur, a matter of attitude and skill
02	I to IV	Internalizing of entrepreneur competencies, Thematic Apperception Test (TAT)
03	I	Risk taking behavior
	II	Problem solving and creativity
	III	Communication
	IV	Leadership
04	I	Business plan preparation
	II	Establishment of an enterprise, systematic approach
	III	Legal formalities for setting up of the unit
	IV	Resource mobilization and support system, role of supporting organizations
05	I	Managing the enterprise, purchasing, inventory/material management
	II	Quality management
	III	Design and packing
	IV	Manpower management
06	I to IV	Visit to small scale industry preferably run by a successful entrepreneur.
07	I & II	Accounts & book keeping
	III	Working capital management
	IV	Break even analysis
08	I	Costing, pricing and profit management
	II & III	Marketing strategy and sales techniques
	IV	Customer management
09	I	Time management
	II	Suitability of an unit, precautions needed
	III & IV	Enterprise growth, product diversification and expansion
10	I	Crisis management
	II	IT factor for managing an unit, an impending need
	III & IV	Union & State laws to be followed by an unit, sales tax, vat, income tax etc.
11	I & II	Interaction with a successful entrepreneur/s, his experience of establishment/ managing an unit
	III	Programme evaluation & feed back
	IV	Valedictory

