

# Certificate Course For Rural Business Development Services

(To create a cadre of Development Consultants)

(October 07, 2002 - January 03, 2003)



Organised by :  
**ENTREPRENEURSHIP  
DEVELOPMENT INSTITUTE OF INDIA**  
AHMEDABAD, GUJARAT.



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## BACKGROUND

Non Government Organisations have come to play a predominant role in the developmental processes initiated in the country over the last several years. Evidences reveal that strategies for social and economic regeneration undertaken by most NGOs have not just led to socio/economic development but have also brought about substantial social awakening. Government implemented welfare schemes under various plans and policies have also strengthened and supported the social service organisations' network in the country. NGOs are, today, increasingly considered to be important players in the economic sphere of the country, raising economic standards mainly in the rural areas.

The Government's thrust on developing 100 industrial clusters in the country has thrown open a challenge in terms of availability of well qualified and trained manpower required for executing this massive task. With the impetus being given to the development of industrial clusters, EDI recognizes the need to further strengthen the capabilities of NGOs and provide them with professional support in the areas of income generation activities and development of rural industries.

Thus with an objective to develop a cadre of Development Consultants/Competent Managers/Consellers with required skills to effectively manage NGOs, EDI is organising this 3- month SIDBI titled "Certificate Course for Rural Business Development Service Providers/Consultants".

## PROGRAMME

Through this programme, EDI would create a cadre of independent development consultants and equip them with skills that are critical to the functioning of NGOs and execution of income generation and economic development programmes. These consultants would in-turn provide necessary professional advice and support to various players in different ways i.e.

- (i) NGOs: in exploring sources of funds, pursuing income generation activities and rural industries development programmes more vigorously.
- (ii) Funding agencies: in project monitoring, evaluation and impact assessment.
- (iii) Budding entrepreneurs: in providing escort service and counselling for speedy implementation of their proposed business activities.

After completing this three month programme,

the participants would become versatile counsellors for executing diverse tasks in development of rural industries and income generation programmes. These counsellors would provide assistance to local NGOs on a free lance basis for executing different tasks related to entrepreneurship development micro finance and income generation programmes.

As majority of NGOs are generally not in a position to hire full time experts for managerial counselling and functions, these trained counsellors can also provide their services to NGOs on the management front.

## PROGRAMME OBJECTIVES

The programme has the following objectives:

- To give a boost to the development of rural industries and rural clusters
- To provide professional management support to NGOs for streamlining their operations and management
- To create a cadre of versatile development consultants for development of rural industries
- To enhance the capabilities of these development consultants so that they provide services to:
  - NGOs in formulating project proposals and launching and managing projects for employment generation and poverty alleviation
  - Donor Agencies for assessing capabilities of NGOs, appraising their proposals and carrying out project monitoring and evaluation.
  - Individual entrepreneurs in small business counselling.

## PROGRAMME CONTENTS

Given the objectives of the programme, the programme content has been designed using modular approach as per details given below:

- General Management Functions in an NGO.
- Basic Accounting, Financial Management and Costing.
- Market Research, Marketing Management with special emphasis on Marketing of Rural and Cottage Industry products.
- Social Engineering and Project Management including Project Formulation, Monitoring and Evaluation.
- Communication, Drafting Skills, Negotiation and Networking.
- Selection of Entrepreneurs.
- Behavioural Traits of an Entrepreneur and Achievement Motivation Training.

- Business Opportunity Identification, Guidance and New Economic Environment (With focus on environment friendly, innovative projects)
- Technology and its Upgradation, Designing and Packaging.
- Business Counselling: Theory and Practice.
- Project Report Preparation, Appraisal and Financial Projections.
- Micro Credit and Micro Finance Development.
- Schemes of Banks, SIDBI, NABARD and KVIC
- Cluster Development Programme and Rural Industries Programme.
- Rural Entrepreneurship Development Programme.
- Formulation of Proposals for Funding Support and Action Plan, Field Visits, Project work and Computer Literacy / Training.

## TRAINING METHODOLOGY

To impart the inputs listed in the programme structure, the following training methodology will be adopted:

- Lecture-cum-discussion on concepts and practices of promoting / strengthening rural entrepreneurship .
- Case studies, group discussions, role plays and simulation exercises for development of requisite competencies.
- Intensive interaction with experts in rural entrepreneurship development, curriculum development and opportunity guidance, behavioural scientists and entrepreneur trainer - motivators for gaining practical insights into entrepreneurship development efforts..
- Field visits to training / industrial support institutions, small / micro enterprises and NGOs to view things in process / action. Practice sessions to acquire various skills.

## TARGET GROUP

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

- Young college graduates who want to become development consultants.

- Entrepreneur trainer-motivators, who want to build their capacity in areas related to rural industrial development, opportunity identification and guidance, product design and technology.
- Entrepreneurs developed through Rural Entrepreneurship Development Programmes and now wish to help others in setting up their enterprises by sharing their knowledge and first hand experience in setting up and managing an enterprise.

## WHO CAN NOMINATE

- Organisations engaged/interested in small/micro enterprise training and development programmes.
- Non-government Organisations/ Voluntary Organisations (NGOs/VOs) involved in income generating activities.
- Consultants/Small Business Advisors interested in adopting an integrated approach to rural entrepreneurship development.
- Support institutions providing extension services to small / micro enterprises.

## PROGRAMME DURATION

The 3-month programme is scheduled during October 7, 2002 to January 3, 2003. This includes field visits and a component of project work to be done by the trainees.

## VENUE

The programme would be residential in nature and would be conducted at EDI campus, Ahmedabad.

## SUBSIDISED COURSE FEE

The cost per participant for this residential programme is Rs. 40,000/- However, to encourage developmental initiatives in rural areas, the fee has been highly subsidised by the Small Industries Development Bank of India (SIDBI), and therefore the participants will be charged only Rs. 6000/- towards tuition fee, cost of course material and lodging & boarding facilities at EDI campus. Intake capacity of this programme is only 25 participants.

## HOW TO APPLY

The enclosed nomination form, duly filled-in, along with registration fee of Rs. 6000/- (Demand draft drawn in favour of Entrepreneurship Development Institute of India, payable at Ahmedabad) must reach us on or before September 20, 2002 at the following address to: Mr. S B Sareen  
Course Director, EDI. P. O. Bhat - 382428, Gujarat

## Feedback of some participants

"I am now able to see my career from entirely new perspective. The course addressed almost all issues that I feel can attribute proficiency and momentum to an organisation. I am now armed with new knowledge and a clear vision which will certainly help me in identifying the short comings of the organisation and emerging with new implementation plans."

Mr. M Suresh

Gram Mooligai Company Ltd. Bangalore

"I am confident of making valuable contributions to my organisation as the course has gone beyond just imparting skills that lead to success of an organisation, it has also honed my existing traits which of course makes me more capable now. The curriculum was exhaustive and the exercise of preparing action plans facilitated realistic goal setting for change / growth."

Ms. Dkhar Baiabiang

Society for Micro Economy Development Activities, Shillong

## ABOUT EDI

Entrepreneurship Development Institute of India (EDI), set up by all-India financial institutions viz. Industrial Development Bank of India (IDBI), Industrial Credit & Investment Corporation of India (ICICI), Industrial Finance Corporation of India (IFCI) and State Bank of India, is an international resource organisation for training, teaching and research in entrepreneurship development. One of the priority areas of EDI is to identify, motivate, train and create micro and rural entrepreneurs through self employment and small business development programmes. EDI, with valuable support of the Ford Foundation, undertook a pioneering three-year-three-state experiment to develop a replicable model for Rural Entrepreneurship Development, during 1986-90. It has successfully developed a replicable training model for micro and rural enterprise development that is being implemented by about 150 Voluntary Organisations. The Institute has completed 15 years of fruitful partnership with NGOs in implementing Micro Enterprise Development Programmes (MEDPs) and other related programmes, particularly in rural areas. The Institute has conducted 610 MEDPs during the decade, training 15,243 rural youth of which 52.18% have successfully launched their ventures.

Besides MEDPs, the Institute has also been working towards capacity building of NGOs and sensitising environment and support system. So far, the Institute has trained 325 trainer-motivators from over 200 NGOs. More than 150 NGOs are actively engaged in organising MEDPs either in collaboration with EDI or independently. In various workshops about 250 Chief Executives of NGOs were sensitised on the strategy of micro enterprise development. In the programmes on micro credit, about 100 professionals from the NGO sector have been developed to manage credit operations. To facilitate smooth flow of credit, EDI has also been sensitising bankers, through sponsored NGO-BANKER Interface programmes. In three such programmes, we have sensitised 40 bank managers towards the needs of the MED trainees. Under the managerial capacity building programmers targeted towards sustainable development of NGOs, more than 100 Chief Executives and Senior Functionaries of NGOs were trained in the states of U.P., H.P., Rajasthan and Haryana.

These successes and commitments have culminated in recognition of its achievements by the Government of India and various State Governments. On the international arena the entrepreneurship development efforts, by sharing resources and organising training programmes, have helped EDI earn accolade and support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSI, British Council, Ford Foundation and several other renowned agencies.

In recognition of its international achievements, the United Nations Economic & Social Commission for Asia and Pacific (ESCAP), Bangkok, Thailand, has declared EDI a 'Centre of Excellence'

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