

# Certificate Course

## For Rural

### Business Development

### Service Providers / Consultants

(September 29, 2003 - December 13, 2003)

Development



(To create a cadre of Development Consultants)



Organised by :

**ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA  
AHMEDABAD, GUJARAT**



Sponsored by :

**SMALL INDUSTRIES DEVELOPMENT BANK OF INDIA (SIDBI)**

## BACKGROUND

With the Indian economy getting integrated with the global economy, it has become important for small scale enterprises (SSEs) to gear up their operations to explore, penetrate and develop new markets. With its distinct advantage of adaptability and flexibility, SSEs have great potential to generate employment opportunities and spur the growth of the economy.

In the rural context, SSE promotion has emerged as a major strategy to combat the problems of poverty and unemployment. Small enterprise development, a proven developmental initiative towards employment and income generation is being widely accepted and implemented by the voluntary sector. Their role has also been recognized in the latest plan documents of the government as well.

Of late, the thrust of last two union budgets has also thrown open a challenge in terms of availability of well qualified and trained manpower required for providing business development services. With the impetus being provided to development of industrial clusters, micro-finance, RIP etc., EDI recognizes the need to further strengthen the capabilities of NGOs and RIP agencies so as to provide them with the much needed professional support. Professional business development service providers would help organizations access both "transactions & strategic" related services.

EDI thus proposes to organize a 12-week long programme for preparing a cadre of Development Consultants 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 services and counselling for speedy implementation of their proposed business activities.

After completing this 3-month programme, the participants would become versatile counsellors for executing diverse tasks. As majority of NGOs is 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 capability 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 content has been designed using modular approach as per the 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 Entrepreneurs 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;
- ◆ 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; entrepreneurs, behavioural scientists and entrepreneur trainer-motivators for gaining practical insight into rural 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 develop 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 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 September 29, 2003 to December 13, 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 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 must be duly filled-in and sent along with the registration fee of Rs. 6000/- (Demand draft drawn in favour of Entrepreneurship Development Institute of India, payable at Ahmedabad), to

Mr. Manoj Mishra, Programme Director at  
EDI Head Office Address :

Email: [manoj@ediindia.org](mailto:manoj@ediindia.org) ;  
[ediindiaad1@sancharnet.in](mailto:ediindiaad1@sancharnet.in)

The last date for receiving nominations is September 12, 2003.

## **Feedback of some participants**

I am now able to see my career from an entirely new perspective. The course addressed almost all issues that I feel can attribute proficiency and momentum to my capabilities. I am now armed with new knowledge and a clear vision, which will certainly help me in identifying a strategic plan of action and new implementation plan for the organizations I am involved with.

**Mr. K.A. Felix, CA,**  
Quilon, Kerala

I am confident of making valuable contribution 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.

**Mr. Samarendra Nath Sen Gupta**  
Socio-Economic Development Programme,  
Kolkata, West Bengal

As a trainer motivator, I was able to gain special skills and knowledge in the area of hard-core management, besides various attributes in dealing with small business strategies as well as NGO Management. I feel the Course has inculcated sufficient acumen to help me set up database, provide hand holding support to potential entrepreneurs, develop rural marketing strategy by networking with other NGOs as also business counselling centres.

**Mr. K. Sasidharan**  
Rudset Institute,  
Mysore, Karnataka



## 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 Ltd. (ICICI Ltd.), Industrial Finance Corporation of India Ltd. (IFCI Ltd.) and State Bank of India, is an international resource organisation for training, teaching and research in entrepreneurship development. One of the priority areas for 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 13 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 sensitizing environment and support system. So far, the Institute has trained 325 trainer-motivators from over 200 NGOs. In various workshops about 250 Chief Executives of NGOs were sensitized on the strategy of micro enterprise development. In the programmes on micro credit, about 100 professionals from NGO sector have been developed to manage credit operations. Under the managerial capacity building programmes targeted towards sustainable development of NGOs, more than 100 Chief Executives/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 the State Governments. On the international arena, the entrepreneurship development efforts, by sharing resources and organizing training Programmes, have helped EDI earn accolades and support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSt, 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 'Center of Excellence'.



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