



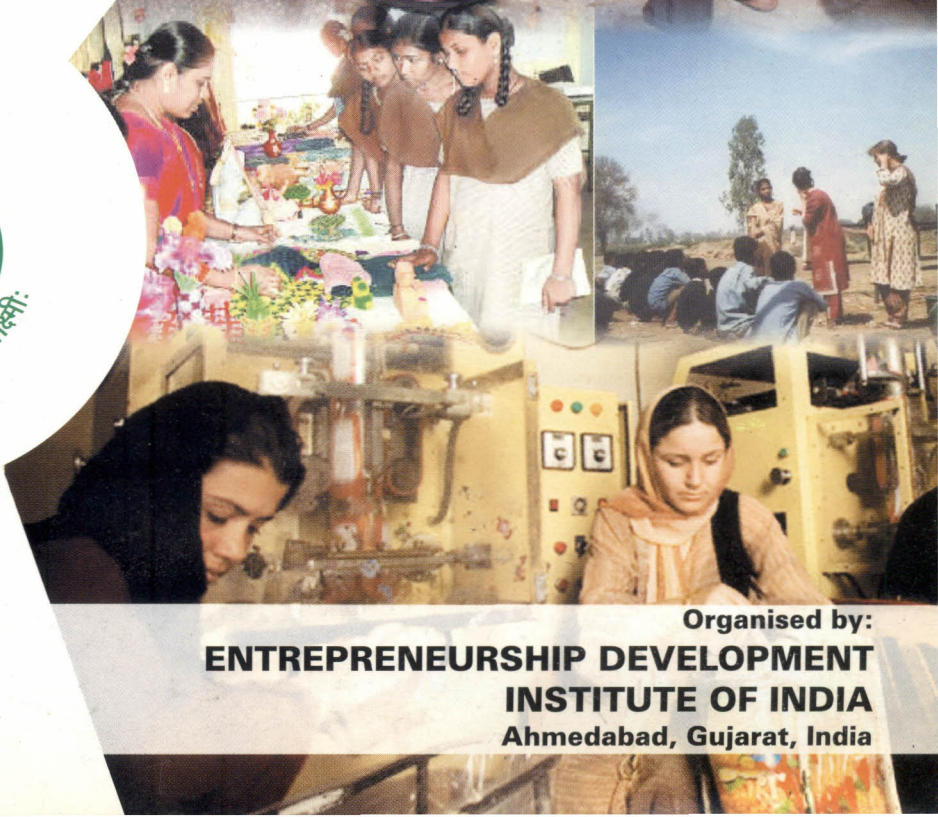
# Certificate Course for Rural Business Service Providers / Consultants

(To Create a Cadre of Development Consultants)

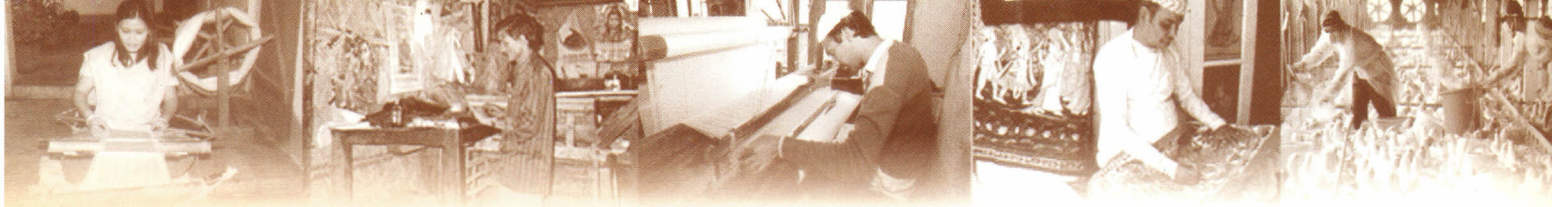
22 January - 16 March, 2007



Sponsored by:  
**Small Industries  
Development  
Bank of India**



Organised by:  
**ENTREPRENEURSHIP DEVELOPMENT  
INSTITUTE OF INDIA**  
Ahmedabad, Gujarat, India



## Background

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

In the rural context, micro / tiny enterprise development 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 government as well.

Of late, the thrust of the Government of India has also thrown open a challenge in terms of availability of well qualified and trained person-power required for providing Business Development Services. With impetus being provided to development of income generation programmes / sustainable livelihoods/ Industrial clusters, micro-finance, Rural Industry Programme (RIP), etc., EDI recognizes the need to further strengthen the capabilities of NGOs and RIP agencies so as to provide them with much needed professional support. Professional Business Development Service Providers would help organizations access to both "transactions and strategic" related services.

With the above imperatives at hand, EDI is organizing a 8-week training programme for developing 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 activities. These consultants would in-turn provide necessary professional advice and support to various players in different ways, such as;

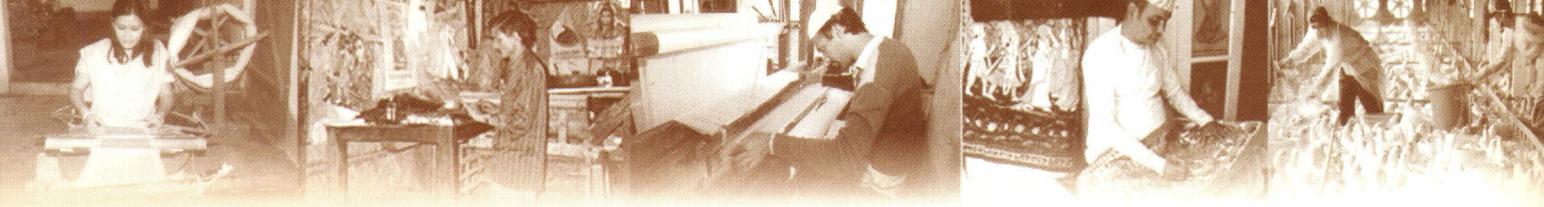
- **To NGOs / Self Help Promoting Institutions / MFIs:** In exploring sources of funds, improving systems and procedures, pursuing income generation activities and organising Cluster Development Programmes / Rural Industries Programme more vigorously;
- **To funding agencies:** In project monitoring, evaluation and impact assessment;
- **To budding entrepreneurs:** In providing escort and counselling services for speedy implementation of their proposed business activities.

After completing this 8-week programme, the participants would become versatile counsellors for executing diverse tasks. 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 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/ clusters;



- To enhance capability of 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 details given below:

- **General Management Functions in NGOs** - Social Engineering and Project Management including Project Formulation, Monitoring and Evaluation in an NGO (LOG FRAME)
- **Micro Enterprise Development:** Selection of entrepreneurs, Market research / survey, Business opportunity, Enterprise management functions related to basic accounting, Financial management and costing, Marketing management with special emphasis on marketing of rural and cottage Industry products, etc;
- **Soft Skills:** Communication, Counselling, Negotiation and Networking
- **Micro Credit and Micro Finance Development:** Best Practices: Formation of Self Help Groups, Micro Credit Delivery System, Setting of Interest Rates, Financial Ratios, Delinquency, financial planning and schemes of SIDBI, NABARD on micro finance
- **Cluster Development Programme:** Methodology, Approach, Sequence of activities, Sub-sector analysis, Case discussion etc;
- **Promotion of Rural Industries Programme** (DRIP/ STED, STEP with special focus technology etc)
- **Computer Literacy / Orientation**
- **Project work**

## Methodology

The inputs listed in the programme structure would be imparted through, lecture-cum-discussions, case studies, group discussions, role-plays and simulation exercises, intensive interactions with experts, entrepreneurs, behavioural scientists and entrepreneur trainer-motivators, field visits and practice sessions.

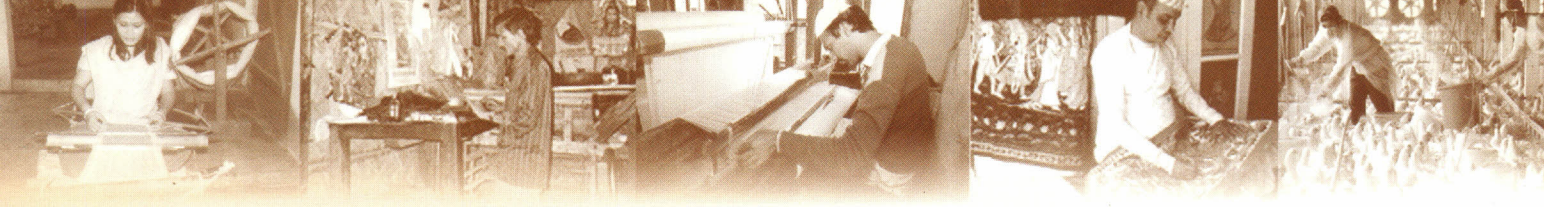
## Target Group

The programme has been specially designed for professionals involved in activities related to promoting income generation programmes/ micro enterprises / sustainable livelihoods / business development consultants for entrepreneurs/ government officers involved in looking after tiny & micro enterprise development.

Young college graduates who want to become development consultants, entrepreneur trainer-motivators will also be in a position to acquire skills / knowledge to become development consultants.

## 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 8-week programme is scheduled during **January 22 to March 16, 2007**. 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

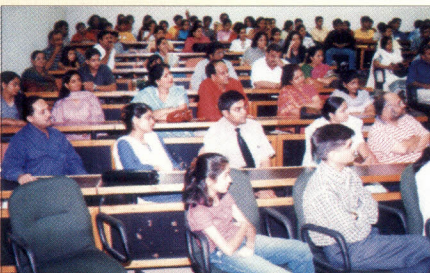
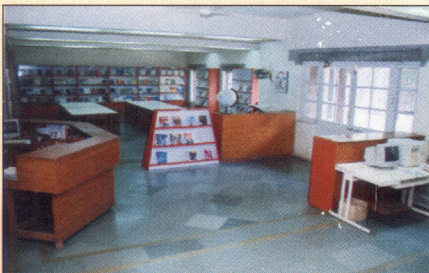
The cost per participant for this residential programme is Rs. 45,000/-. However, to encourage developmental initiatives in rural areas, the fee has been highly subsidized by **Small Industries Development Bank of India (SIDBI)**, and the participants will be charged only **Rs. 6000/-** towards tuition 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, 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 **January, 10, 2007** to **Mr. Manoj Mishra, Programme Director** at the EDI head office address.

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





## Feedback of some participants

" I have benefited immensely from the course. I would like to put on record how the course helped me personally.

Primary reasons for attending the course were

- To gain a broad understanding of the economic development activities in India and
- To identify potential areas of involvement for me in UP.

I felt the design of the course was well suited for my needs. The course did give me a broad overview of several aspects of economic development. I was glad that the course was designed to give a brief idea of several broad topics than deep insight on one or two topics.

I benefited a lot from the practical elements of the course.

1. Experience of writing a business plan: I have had experience of running two businesses earlier, but have not ever developed a business plan. Even though the business plan I prepared probably is not ready for implementation. At least now I feel confident that I can complete it for implementation, if required.
2. Experience of preparing a project proposal: Since I am new to the NGO segment, I had not even conceived the thought of writing a project proposal. Even though my proposal may not be ready for submission to the funding agency, I feel confident that I'll be able to complete it for submission, if required.
3. Exposure from the field visit: I benefited a lot from the exposure to VIKAS and SAVE. I was greatly inspired by Rajesh Shah and encouraged by the work of VIKAS and SAVE.

Among the different inputs we received, two I would like to highlight are;

- Inputs on the qualities of an entrepreneur and the concept of entrepreneurship. I knew from my experience earlier in life that I was very different from most people, but I could not articulate why I was different and what were the differences. The course brought good clarity on this subject. My score in GET test, my performance in the ring toss game and inputs on the qualities of an entrepreneur reinforced my entrepreneurial tendencies.
- Inputs on the MEDP tool. I am very impressed by the impact MEDP has created in developing new entrepreneurs and greatly value inputs on this tool."

**KC George  
Banglore**

" It was a great learning experience from you. Those are always rememberable two months of RSBC- 2006. I got what I believed to be loaded with. "

**Amol  
IRFT, Mumbai**



## About EDI

Entrepreneurship Development Institute of India (EDI), set up by all India Financial Institutions viz. Industrial Development Bank of India (IDBI), ICICI 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 17 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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