



Certificate Course For
Rural Business
Service Providers / Consultants

To create a cadre of Development Consultants

February 21 - April 15, 2005

Organised by :



Entrepreneurship Development Institute of India
Ahmedabad, Gujarat

Supported by :



Small Industries Development Bank of India
(SIDBI)



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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 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 been recognized in the latest plan documents of 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 much needed professional support. Professional business development service providers would help organizations access both "transaction & strategic" services.

EDI thus proposes to organize a 8 week 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.,

- NGOs, in exploring sources of funds, pursuing income generation activities and rural industries development programmes more vigorously;
- Funding agencies, in project monitoring, evaluation and impact assessment;
- Budding entrepreneurs, in providing escort services and counselling 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 promote the role of Business Development Services in 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 , 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 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 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.

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 who now want 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 programme.
- 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.
- The nominations will be accepted on 'first come first serve' basis.

PROGRAMME DURATION

The 8 week programme is scheduled during **21st February to 15th April 2005**. 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, 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 to on or before 18th February** at EDI Head Office address,

Mr. Manoj Mishra, Programme Director
E-mail: manoj@ediindia.org or rahul_edi@yahoo.com
ediindiaad1@sancharnet.in

Feedback of some participants

"I have developed wonderful insights into the intricacies of rural development. I am better equipped now and can definitely change the face of rural India."

Ms. Sunita Tripathy
World Health and Education Service
Bhubaneswar, Orissa

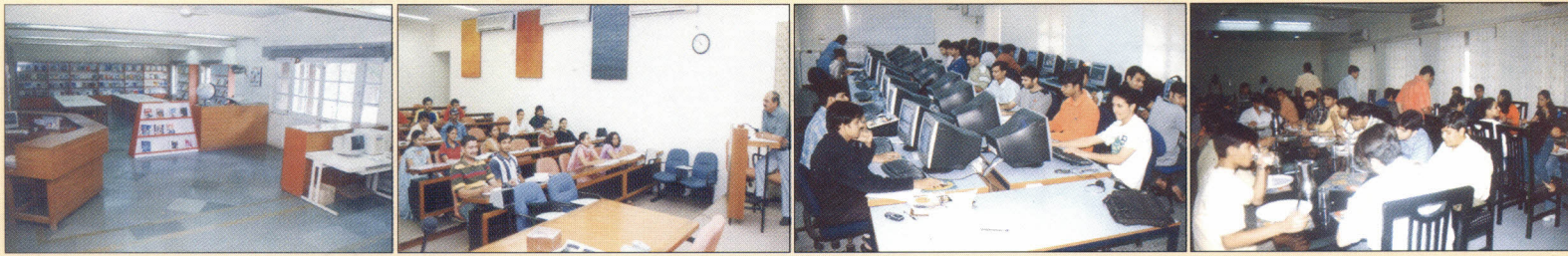
"My perspective and vision have undergone a transformation and I have come to believe that the skills and techniques that I have got armed with, can develop new avenues for rural India."

Girish Agrawal
Nirphad, Delhi

"Besides knowledge, skills and techniques, I have got a distinct entrepreneurial orientation here. The practical knowledge has further supplemented my competencies.

I am certain that I will show results on account of these strategic abilities developed here."

Shilpa Singh
Rajasthan Bal Kalyan Samiti
Jhadol, Rajasthan



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 14 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 650 MEDPs during the decade, training 16,522 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, institute has trained 777 trainers/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, 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 'Center of Excellence'.



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