



# **CERTIFICATE COURSE FOR RURAL BUSSINESS SERVICE PROVIDERS/CONSULTANTS**

(15<sup>th</sup> November, 2007 – 11<sup>th</sup> January, 2008)



Sponsored by :



**Small Industries Development  
Bank of India**

Organised by :



**ENTREPRENEURSHIP DEVELOPMENT  
INSTITUTE OF INDIA**  
Ahmedabad, Gujarat



## BACKGROUND

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. Its role has also been recognized in the latest plan documents of the 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 livelihood/ industrial clusters, micro-finance, RIP etc., EDI recognized the need to further strengthen the capabilities of NGOs and RIP agencies so as to provide them with much needed professional support.

With the above imperatives at hand, EDI is organizing 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 development consultants and equip them with skills that are critical in the functioning of NGOs and in executing 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 / Self Help Promoting Institutions / MFIs:** In exploring sources of funds, improving systems and procedures, pursuing income generation activities and Cluster Development Programmes / Rural Industries Programmes more vigorously;
- (ii) **Funding agencies:** In project monitoring, evaluation and impact assessment;
- (iii) **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 in 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 the details given below:

- ❖ **General Management Functions of NGOs** - Social Engineering and Project Management including Project Formulation, Monitoring and Evaluation of an NGO (LOG FRAME)
- ❖ **Micro Enterprise Development:** Selection of entrepreneurs, Behavioural traits of an entrepreneur, EDI model of Micro Enterprise Development, Market Research / Survey, Business Opportunity Identification/Guidance under new economic environment (with focus on environment friendly, innovative projects), Technical analysis, Detailed Project Report Preparation, Appraisal and financial projection, 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 Promotion.
- ❖ **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 on technology)
- ❖ **Computer Literacy / Orientation**
- ❖ **Project Work**

### PEDOGOGY

The inputs listed in the programme structure would be imparted through lecture cum discussions, case studies, group discussions, role plays and simulations exercises, intensive interactions with experts, 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, government officers involved in overseeing tiny & micro enterprise development projects.

Young college graduates, who want to become development consultants and entrepreneur trainer-motivators, intend to acquire skill / knowledge to become development consultant, can also join the programme.

### 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 **November 15, 2007 to January 11, 2008**. 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 program 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 November 10, 2007** at the following address:

**Mr. Manoj Mishra, Programme Director at EDI Head Office Address.**  
**Email: manoj@ediindia.org; pjhurani@ediindia.org; paul@ediindia.org**



## ABOUT THE INSTITUTE

The Entrepreneurship Development Institute of India (EDI), set up in 1983, is an autonomous institution registered under the Societies Registration Act and Public Trust Act and sponsored by the Industrial Development Bank of India (IDBI), ICICI Ltd., IFCI Ltd. and State Bank of India (SBI) with an active support of the Government of Gujarat. The sprawling campus is built on twenty-three acres of land near Ahmedabad. Airport. During 1991, the Institute started regional office at Bangalore to look after the activities in Southern States followed by three more regional offices in Lucknow (UP) and Guwahati (Assam) and Cuttack (Orissa).

The Institute is a National Resource Centre governed by its own board. Committed to entrepreneurship education, research and training, it had earned a great deal of national and international recognition for its efforts as reflected in the support it has received from the World Bank, International Labour Organisation, UNIDO, Commonwealth Secretariat and several other international agencies.

EDI is now an Inter-Regional Centre jointly set up by the Government of India and UNIDO.

EDI over the last thirteen years is devoting its attention to Rural Entrepreneurship Development in the NGO sector by conducting training programmes, action-oriented research with more than 200 NGOs with the financial support of NABARD / SIDBI.

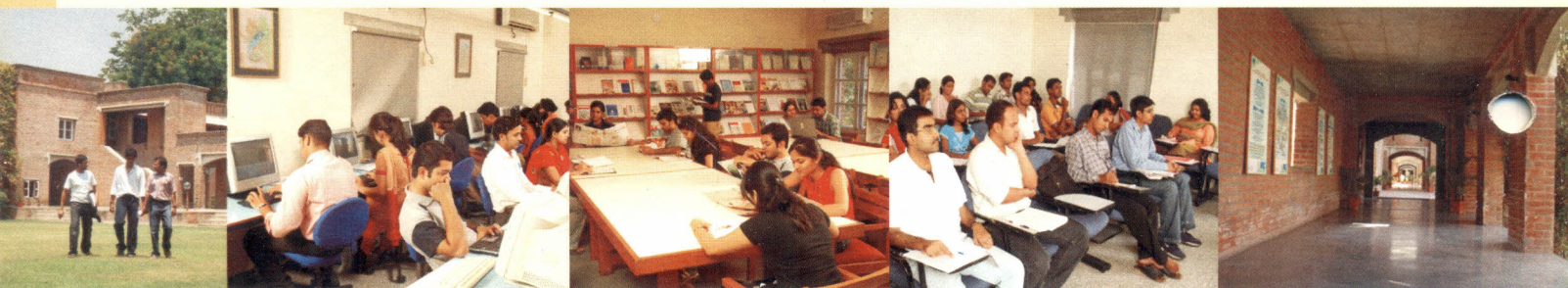


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