

INDIVIDUAL COURSE DETAILS

A. Name of the Institute	NATIONAL INSTITUTE OF TECHNICAL TEACHERS TRAINING AND RESEARCH, TARAMANI P.O., CHENNAI – 600 113.
B. Name/title of the Course	CERTIFICATE COURSE ON “ Rural Employment Generation through Enterprise Promotion Strategies ”
C. Proposed Dates and Duration of the Course in weeks / months	6th August to 19th August 2025
D. Eligibility Criteria for Participants 1. Educational Qualification 2. Work Experience 3. Age Limit 4. Target group (Level of participants and target ministry/department etc. may be identified)	Applicants for this course must be <ul style="list-style-type: none"> • Teachers / Trainers and / or Administrators in Technical and Vocational Education • Possess a degree in Engineering / Technology /Science/ Rural Development or in any vocational field • Have a minimum of 3-year experience in teaching / training / administration • Have a good proficiency in spoken and written English and comprehension of English which is the medium of instruction • Preferably not more than 45 years
E. Aims & Objectives of the Course	Objectives <ul style="list-style-type: none"> • To promote entrepreneurial mindset and capacity of rural development professionals. • To equip participants with practical tools for creating and managing rural enterprises. • To identify key sector-specific opportunities in rural enterprise promotion. • To strengthen skills in business planning, finance access, marketing, and technology adoption. • To foster sustainable employment generation and livelihood improvement in rural communities.

F. Details / Content of the Course (<i>please attach detailed Course Profile</i>)	Contents of the Course a) Foundations of Rural Enterprise Development b) Sector-Specific Enterprise Development c) Business Incubation and Acceleration d) Policy, Technology, and Sustainability (Course Profile attached)
G. Mode of Evaluation of Performance of the ITEC Participant	Evaluation through colloquiums, Team work, Term Paper and Project work
H. Name of the Department	Department of Rural and Entrepreneurship Development
I. Name of the Coordinators	Dr. K. S. Giridharan & Dr.M.Anil Kumar
J. Faculty members	Dr. G.Kulanthaivel Dr. G. Selvakumar Dr.M.Anil Kumar Dr.P.Jakulin Divya Mary Dr.K.S.Giridharan Guest Faculty

CERTIFICATE COURSE ON “Rural Employment Generation Through Enterprise Promotion Strategies”

1. INTRODUCTION

The course *"Rural Employment Generation through Enterprise Promotion strategies"* is designed to strengthen rural economies and improve livelihoods by empowering communities through entrepreneurship. It aims to build the entrepreneurial capacity of individuals and groups in rural areas, providing them with essential skills, knowledge, and the right mindset to identify business opportunities and successfully establish and manage enterprises.

The programme places a strong emphasis on fostering innovation and promoting value addition in rural enterprises, encouraging participants to think creatively and develop competitive, growth-oriented solutions. It also focuses on enabling access to crucial resources such as finance, markets, and technology, helping participants overcome common barriers faced by rural entrepreneurs.

Moreover, the course seeks to create sustainable employment and improve incomes, thereby enhancing the quality of life in rural communities. By supporting the creation and growth of micro, small, and medium enterprises (MSMEs), the programme contributes to poverty reduction and inclusive economic development. Through practical training, tailored support, and exposure to successful models, participants are equipped to become change agents who drive rural enterprise development and generate meaningful, lasting impact in their regions.

2. OBJECTIVES OF THE PROGRAMME

The main objectives of the programme are as follows.

- To promote entrepreneurial mindset and capacity of rural development professionals.
- To equip participants with practical tools for creating and managing rural enterprises.
- To identify key sector-specific opportunities in rural enterprise promotion.
- To strengthen skills in business planning, finance access, marketing, and technology adoption.
- To foster sustainable employment generation and livelihood improvement in rural communities.

3. STRUCTURE OF THE PROGRAMME

Module 1 - Foundations of Rural Enterprise Development

Key Topics

- Introduction to rural development, employment challenges, and the role of enterprise promotion.
- Entrepreneurial mindset, skills development, and identifying business opportunities in rural areas.
- Developing comprehensive business plans for rural enterprises.
- Introduction to rural finance, investment options, and understanding rural markets and marketing strategies.

Module 2 - Sector-Specific Enterprise Development

Key Topics

- Promoting enterprises in agriculture and allied activities (agribusiness, dairy, fisheries).
- Value addition and processing in agricultural products.
- Promoting enterprises in rural handicrafts and artisan products.

Module 3 - Business Incubation and Acceleration

Key Topics

- Business incubation models and best practices, mentoring, and coaching for rural entrepreneurs.
- Business acceleration strategies, access to finance and investment for rural entrepreneurs.
- Overview of government schemes, grants, subsidies, and loans supporting rural enterprises.
- Marketing and branding for rural enterprises.

Module 4 - Policy, Technology, and Sustainability

Key Topics

- Technology adoption and innovation in rural enterprises, introducing digital tools and e-commerce platforms.
- Sustainable practices for rural enterprises, including climate change adaptation and mitigation.

Pedagogy

- Case study
- Panel discussion
- Group activity
- Field visits
- Lectures and Discussions

PROJECT WORK

In any one of the above areas with reference to their country.
