



# **PROPOSAL FOR INTERNATIONAL TRAINING PROGRAMMES F.Y. 2026-27**

**Submitted to:**

**Ministry of External Affairs(MEA), Government of India**

**Submitted by:**

**National Institute for Entrepreneurship and Small Business  
Development (NIESBUD)**

**Ministry of Skill Development and Entrepreneurship,  
Government of India**



**राष्ट्रीय उद्यमिता एवं लघु व्यवसाय विकास संस्थान**  
**The National Institute for Entrepreneurship and Small Business Development (NIESBUD)**  
 An Autonomous Institute under Ministry of Skill Development and Entrepreneurship, Govt. of India

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<b>A. Name of the Institute</b>	The National Institute for Entrepreneurship and Small Business Development (NIESBUD)	
<b>B. Name/ Title of the Course</b>	<b>Cluster Development for Rural and Traditional Enterprises-Trainers/Promoters Programme</b>	
<b>C. Course dates with duration in weeks</b> [Note: dates may be fixed keeping in mind festivals, holidays, weather conditions, availability of accommodations, etc. No request for change in dates, once approved/ circulated will be entertained]		<b>From 21.10.2026 to 03.11.2026</b>  <b>2 Weeks</b>
<b>D. Eligibility Criteria for participants</b>  1. Educational Qualifications  2. Work Experience required, if any  3. Age Limit (note: ITEC norms is 25-45 years)  4. Target Group (Level of participants and target ministries/ departments etc. may be indicated)	<ol style="list-style-type: none"> <li>1. 'A' Level or Equivalent <b>The medium of instruction being English, adequate knowledge of English is necessary for effective participation.</b></li> <li>2. Sufficient experience in the area of small business, self-employment, cluster Development, Self help groups planning and promotion; officials in Government departments, small business corporations, planning department, financial institutions, commercial banks, research institutions, trainers of entrepreneurship training institutions and industrial/small business development organizations.</li> <li>3. 25-45 years</li> <li>4. The programme is recommended for directors/senior executives/officials working in government departments, MSME Clusters, rural development banks, training institutions, NGOs/voluntary organizations, universities, research institutions, planning departments.</li> </ol>	
<b>E. Aims &amp; Objectives of the course</b>	<p>The programme aims to strengthen the capacities of trainers, promoters, and development professionals in promoting cluster-based development of rural and traditional enterprises for sustainable livelihoods and inclusive economic growth.</p> <p><b>Objectives</b></p> <ul style="list-style-type: none"> <li>• To develop understanding of cluster development approaches for rural and traditional enterprises.</li> <li>• To enhance competencies in cluster identification, planning, implementation, and management.</li> </ul>	

	<ul style="list-style-type: none"> <li>• To build capacities in promoting SHGs, rural entrepreneurship, and community-based enterprises.</li> <li>• To strengthen knowledge of market linkages, value addition, digital marketing, and enterprise sustainability.</li> <li>• To familiarize participants with government schemes, institutional support mechanisms, and best practices in cluster development.</li> </ul>
<b>F. Learning Outcomes</b>	<p><b>Knowledge:</b> The programme will help building the capabilities of trainers/promoters by enabling them to understand how to create and manage rural and traditional enterprises successfully with the help of Cluster Development, develop capacity for SHG development and growth and formulate an action plan suitable for SHGs.</p> <p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>• Personal Skills – Leadership, Team Building, Interpersonal communication, Effective Negotiation, Creativity &amp; Innovation, Training, Mentoring &amp; Counseling</li> <li>• Effective Rural Marketing &amp; Selling Skills</li> <li>• IT Skills – Digital Marketing</li> <li>• Problem Solving and Decision Making</li> </ul>
<b>G. Course Contents/ Syllabus</b> (please attach course details/ profile)	<p><b><u>COURSE CONTENTS</u></b></p> <p><b>Process of Cluster Formation</b></p> <ul style="list-style-type: none"> <li>• Need for cluster activity</li> <li>• Identification and Selection</li> <li>• Guidelines for Block Level Cluster</li> <li>• Development Approach &amp; Basics on Cluster Implementation</li> <li>• Fundamental of Conducting Baseline Survey</li> <li>• Preparation of Diagnostic Study Report</li> <li>• SHG &amp; Cluster Development</li> </ul> <p><b>Capacity Building of Rural and Traditional Entrepreneurs</b></p> <ul style="list-style-type: none"> <li>• Strategy and Framework for Soft &amp; hard Interventions</li> <li>• Networking for Backward and Forward linkages</li> <li>• Handling Technological Issues</li> <li>• Product Development and Diversifications</li> <li>• Marketing and Promotional Assistance</li> <li>• Basic skills of cataloguing, order fulfilling and inventory up gradation</li> <li>• Developing Entrepreneurial Motivation</li> <li>• Negotiation skill</li> <li>• Communication skill</li> </ul> <p><b>Cluster Evaluation &amp; Impact Assessment</b></p>

	<ul style="list-style-type: none"> <li>• Convergence of Cluster programmes and Schemes</li> </ul> <p><b>New Business Idea Generation</b></p> <ul style="list-style-type: none"> <li>• Sensing new opportunities</li> <li>• New Product Development/Design/ Diversification</li> <li>• Market survey</li> <li>• Opportunity based on skills/trade/services</li> <li>• Marketing linkages-constraints &amp; opportunities</li> </ul> <p><b>Enterprise Feasibility</b></p> <ul style="list-style-type: none"> <li>• Update on basics of computer, internet, e- mail etc.</li> <li>• Finance and Accounts Management</li> <li>• Financial and Digital Literacy</li> <li>• Health &amp; Hygiene</li> <li>• Life Skills</li> <li>• Inventory Management</li> <li>• Digital marketing skills</li> <li>• Strategies for sustenance &amp; growth</li> </ul> <p><b>Field Studies</b></p> <ul style="list-style-type: none"> <li>• Study of institutions engaged in promoting &amp; development SHGs</li> <li>• Study of micro enterprises and income generation projects run by SHGs</li> </ul> <p><b>Good Governance schemes to be covered:</b></p> <ul style="list-style-type: none"> <li>• SFURTI (Scheme of Fund for Regeneration of Traditional Industries)</li> <li>• MSE-CDP (Micro &amp; Small Enterprises – Cluster Development Programme)</li> <li>• Mahila E-Haat</li> <li>• National Rural Livelihood Mission (NRLM)</li> <li>• ODOP (One District One Product)</li> <li>• Digital India initiatives for rural enterprises</li> <li>• Women entrepreneurship and financial inclusion initiatives</li> </ul>
<b>H. Mode of Evaluation of performance of the participants</b>	<p>The overall performance of the participants will be assessed on the following criteria:</p> <ul style="list-style-type: none"> <li>• Participation- Attendance, Punctuality, Discipline, classroom participation.</li> <li>• Reading Summaries</li> <li>• Business Plan or Project</li> <li>• Multiple choice Test</li> <li>• Back home task plan</li> </ul>