

INDIVIDUAL COURSE DETAILS

ITEC

Rural Employment Generation Through Enterprise promotion strategies for achievement of SDGs

A. Name of the Institute	National Institute of Technical Teachers Training and Research Institution Deemed to be University under Distinct Category, A Centrally Funded Technical Institute Ministry of Education Government of India, Taramani, Chennai • 600 113.
B. Name / Title of the Course	CERTIFICATE COURSE ON “Rural Employment Generation Through Enterprise promotion strategies for achievement of SDGs ”
C. Course Dates with Duration in Weeks	4 weeks: Jan 20, 2027 to Feb 3, 2027
D. No. of days of Training	14 days
E. Eligibility Criteria for Participants	
1. Educational Qualification	Applicants for this course must be • Possess a degree in Engineering / Technology /Science/ Rural Development or in any vocational field • Have a good proficiency in spoken and written English and comprehension of English which is the medium of instruction
2. Work Experience required, if any	• Have a minimum of 3-year experience in teaching / training / administration
3.Age Limit	• Preferably not more than 45 years
4. Target Group	• Teachers / Trainers and / or Administrators in Technical and Vocational Education
F. Aims & Objectives of the Course	• To build and strengthen the entrepreneurial capabilities of individuals and communities in rural areas. • To promote the establishment and expansion of micro, small, and medium enterprises (MSMEs) in rural sectors. • To foster innovation and drive value addition within rural businesses. • To facilitate rural entrepreneurs, have access to

	financing, markets, and modern technology. To create sustainable employment opportunities and enhance livelihoods in rural communities.
G. Course Contents / Syllabus (Day-Wise Schedule, topics covered)	Contents of the Course a) Foundations of Rural Entrepreneurship Development b) Sector-Specific Entrepreneurship Development c) Business Incubation and Acceleration d) Policy, Technology, and Sustainability (Course Profile attached)
H. Mode of Evaluation of Performance of the ITEC Participants	Evaluation through colloquiums, Team work, Term Paper and Project work
J. Name of the Department	Department of Rural and Entrepreneurship Development
K. Name of the Coordinator	Dr. K. S. Giridharan

CERTIFICATE COURSE ON
“Rural Employment Generation Through Enterprise promotion strategies for achievement of SDGs”

1. INTRODUCTION

The course "Rural Employment Generation Through Enterprise promotion strategies for achievement of SDGs " is designed to achieve key objectives that contribute to the enhancement of rural economies and livelihoods. It serves as a holistic and impactful initiative aimed at empowering rural communities, fostering economic growth, and improving living standards. By focusing on entrepreneurship, innovation, and resource accessibility, the course aspires to create a transformative and enduring impact on rural societies and their economies.

This course is dedicated to strengthening the entrepreneurial capacity of individuals and groups in rural areas. Through comprehensive training in entrepreneurship, participants will acquire essential skills, knowledge, and an entrepreneurial mindset to identify opportunities and successfully establish and manage businesses.

A key focus of the course is to promote innovation and value addition in rural enterprises. By encouraging participants to think creatively and adopt innovative approaches, the programme aims to enhance the competitiveness of rural businesses and drive economic development. Through targeted training and guidance, participants will gain the expertise to start, grow, and sustain their enterprises, thereby contributing to the overall growth of rural economies.

The course is designed to improve access to finance, markets, and technology for rural entrepreneurs. By equipping participants with practical knowledge and resources to secure funding, explore new markets, and leverage modern technologies, the programme seeks to address critical challenges to business growth in rural areas.

Moreover, the programme emphasizes the generation of sustainable employment opportunities and the improvement of rural livelihoods. By supporting the establishment and expansion of rural enterprises, the course aims to create meaningful jobs, boost income levels, and contribute to poverty alleviation and sustainable rural development.

2. OBJECTIVES OF THE PROGRAMME

The main objectives of the programme are as follows.

- To enhance the entrepreneurial capacity of individuals and groups in rural areas.
- To foster the creation and growth of micro, small, and medium enterprises (MSMEs) in rural sectors.
- To promote innovation and value addition in rural enterprises.
- To facilitate access to finance, markets, and technology for rural entrepreneurs.
- To generate sustainable employment opportunities and improve livelihoods 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 Entrepreneurship Development

Key Topics

- Promoting enterprises in agriculture and allied activities (agribusiness, dairy, fisheries).
- Value addition and processing in agricultural products.
- Promoting enterprises in rural tourism and hospitality.
- Promoting enterprises in renewable energy and local processing industries.
- 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.
- Networking and collaboration opportunities for rural entrepreneurs.
- Monitoring and evaluation of rural enterprise development programmes.

Module 4 - Policy, Technology, and Sustainability

Key Topics

- Policy and regulatory framework for rural entrepreneurship development and advocacy for supportive policies.
- Technology adoption and innovation in rural entrepreneurship, introducing digital tools and e-commerce platforms.
- Sustainable practices for rural entrepreneurship, including climate change adaptation and mitigation.

Pedagogy

- Case study
- Panel discussion
- Group activity
- Seminar / Conference
- Field visits
- Interaction with Rural Entrepreneurs and startup founders
- Lectures and Discussions

PROJECT WORK

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