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

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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

6.

A. Name of the Institute	The National Institute for Entrepreneurship and Small Business Development (NIESBUD)	
B. Name/ Title of the Course	**Women & Enterprise Development (WED)-Trainers/Promoters Programme**	
C. Course dates with duration in weeks [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]		**From 05.10.2026 to 16.10.2026** **2 Weeks**
D. Eligibility Criteria for participants 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)	1. 'A' Level or Equivalent a. The medium of instruction being English, adequate knowledge of English is necessary for effective participation. 2. Sufficient experience in assisting women in creation and development of small business ventures, Development of Women. The official's male or female working in Developmental Organization and Women Entrepreneurs Associations industrial and small business development organizations, planning departments, financial institutions, commercial banks, research institutions and universities and NGOs/or development organization. Prospective women entrepreneurs can also benefit from the programme. 3. 25-45 years 4. The programme is recommended for senior executives/directors/officials/trainers/researchers of organizations/institutions working for development of women, developmental organizations and women entrepreneurs' associations engaged in assisting women in the creation and development of small business ventures. Prospective women entrepreneurs can also benefit from the program. Persons engaged/working in industrial and small business development organizations, planning	

	departments, financial institutions, commercial banks, research institutions and universities and NGOs/or development organizations would find the programme useful.
E. Aims & Objectives of the course	The programme aims to strengthen the capacities of trainers, promoters, and development professionals in promoting women entrepreneurship and enterprise development for inclusive economic growth and women empowerment. **Objectives** • To develop understanding of women entrepreneurship development and gender-responsive enterprise promotion strategies. • To enhance competencies in identifying, planning, and managing women-led enterprises and livelihood opportunities. • To build capacities in training, mentoring, counseling, and supporting women entrepreneurs. • To strengthen knowledge of business planning, financial inclusion, market linkages, and enterprise management.
F. Learning Outcomes	**Knowledge:** The programme will help building the capabilities of trainers/promoters by enabling them to understand the process of Women Empowerment through Entrepreneurship Development, how to deal with gender issues, understand the dynamics of enterprise launching; project formulation and its appraisal and mobilizing resources. **Skills:** • Enhance their drive for Achievement • Life Skills – Leadership, Team Building, Interpersonal communication, Effective Negotiation, Creativity & Innovation, facilitating, Mentoring & Counseling, Emotional Intelligence, Problem Solving and Decision Making • Managing women led enterprises • Digital Marketing • Project Management Techniques
G. Course Contents/ Syllabus (please attach course details/ profile)	**<u>COURSE CONTENTS</u>** **Women Empowerment through Enterprise Development** • Women, poverty, gender and development • Gender sensitization in support organizations • Need for economic empowerment • Process of empowering women through enterprise building • Entrepreneurial Competencies for Women Empowerment • Characteristics of Women Entrepreneurs • Determination of Entrepreneurial Potential among women

	• Motivational Techniques/Strategy for success among women **Small Business Creation** • Types of business and self-employment opportunities • Environmental scanning; sensing business opportunities • Project selection • Resolving problems of Start-ups • Process of setting up and building enterprise • Role of Government, Non-Government Organization – Policies and programmes • Formation of Self-Help Groups • Access to Micro Credit **Project Report Formulation** • Understanding market-product matrix • Market survey • Determining project size • Choosing the appropriate technology **Evaluating New Venture Opportunity** • Project appraisal techniques • Technical feasibility analysis • Assessing market opportunities and competition • Financial feasibility analysis • Assessing organizational and management capabilities **Small Business Management** • Orientation to small business management • Production and operation management • Materials management • Total quality management • Marketing management • Managing conflict in social role • Financial Management • Personal Management • Problem-solving and innovation • E-marketing • Competitiveness

	Growth and Expansion • Monitoring & Evaluation • Sustaining Enterprise through growth • Lobbying & Advocacy • International Networking • Formation of Women Federation **Success Stories** • Interaction with Successful Women Entrepreneurs in the various fields **Field Studies** • Study of small enterprises of different types managed by women • Study of institutions promoting small business Experience Sharing • Interaction with Women Entrepreneurs, senior Government Officials **Good Governance schemes to be covered:** • MSME Schemes • Startup India Scheme • Mudra Loan Scheme • One District One Product (ODOP) • Digital India Initiatives
H. Mode of Evaluation of performance of the participants	The overall performance of the participants will be assessed on the following criteria: • Participation- Attendance, Punctuality, Discipline, class room participation. • Reading Summaries • Business Plan or Project • Multiple choice Test • Back home task plan