



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**



3.

A. Name of the Institute	The National Institute for Entrepreneurship and Small Business Development (NIESBUD)
B. Name/ Title of the Course	Entrepreneurship and Promotion of Livelihood Generation Activities- 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 20.07.2026 to 31.07.2026 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 the area of assisting for promotion and development of micro enterprise and small businesses, income generation, community development, social development, self-employment and entrepreneurship. Directors/senior executives/officials working in government departments, banks, training institutions, NGOs/voluntary organizations, universities research institutions, planning departments. 3. 25-45 years 4. The programme is recommended for directors/senior executives/officials working in government departments, banks, training institutions, NGOs/voluntary organizations, universities, research institutions, planning departments, engaged in assisting promotion and development of micro enterprises and small businesses for self-employment.
E. Aims & Objectives of the course	The specific objectives of the programme are to: • Develop understanding of entrepreneurship development processes and livelihood promotion strategies. • Build capacities for identifying, promoting, and managing sustainable micro and small enterprises for income generation. • Strengthen competencies in opportunity identification, business planning, project formulation, and enterprise management.

	• Enhance knowledge of community-based entrepreneurship models, women entrepreneurship, and inclusive livelihood development approaches. • Develop understanding of financial inclusion, microfinance, resource mobilization, and market linkage systems. • Enable participants to design practical livelihood promotion strategies and Back Home Action Plans for implementation in their respective countries and organizations.
F. Learning Outcomes	Knowledge Outcomes By the end of the programme, participants will be able to: • Understand the concepts and significance of entrepreneurship and livelihood generation in economic and social development. • Analyze livelihood opportunities and micro-enterprise models suitable for local and community contexts. • Understand entrepreneurial competency development, entrepreneurial motivation, and enterprise support mechanisms. • Gain knowledge of business planning, market assessment, financial management, and resource mobilization for micro-enterprises. • Understand the role of digital technologies, innovation, and market linkages in livelihood promotion. • Appreciate inclusive approaches to entrepreneurship development including women, youth, rural, and community-based enterprises. Skill Outcomes • Opportunity identification and livelihood planning • Business plan preparation and project appraisal • Leadership, communication, negotiation, and team building • Training, mentoring, counseling, and entrepreneurial motivation • Financial literacy and resource mobilization • Marketing, selling, and digital marketing skills • Problem-solving and decision-making • Monitoring, evaluation, and livelihood programme management • Community mobilization and stakeholder engagement
G. Course Contents/ Syllabus (please attach course details/ profile)	Module 1: Entrepreneurship and Livelihood Development • Concepts and importance of entrepreneurship and livelihood generation • Role of micro-enterprises in economic and social development • Livelihood promotion through entrepreneurship and self-employment • Community-based entrepreneurship and inclusive development • Emerging livelihood opportunities and future trends

Module 2: Entrepreneurial Competency and Motivation Development

- Entrepreneurial competencies and behavioral dimensions
- Entrepreneurial Motivation Training (EMT)
- Leadership and achievement motivation
- Creativity, innovation, and opportunity recognition
- Communication and interpersonal effectiveness
- Emotional intelligence and resilience building

Module 3: Micro Enterprise Planning and Enterprise Creation

- Opportunity identification and business idea generation
- Identification and selection of viable livelihood opportunities
- Waste-to-wealth and circular economy opportunities
- Market assessment and customer analysis
- Business plan and project formulation
- Financial planning and resource mobilization
- Microfinance, self-help groups, and institutional credit systems
- Project appraisal and feasibility analysis

Module 4: Management of Micro and Livelihood Enterprises

- Fundamentals of micro-enterprise management
- Marketing management and innovative selling techniques
- Branding, packaging, and product positioning
- Digital marketing and e-commerce applications
- Accounting and bookkeeping for micro-enterprises
- Inventory and supply chain management
- Competitiveness and business sustainability

Module 5: Digital and Technology-Enabled Livelihood Opportunities

- Use of AI/ ICT tools in entrepreneurship and livelihood promotion
- Digital literacy and financial inclusion
- Online business opportunities and platform-based enterprises
- Social media marketing and digital outreach
- Technology-enabled rural enterprises
- Innovation and emerging business models
- Green enterprises and sustainable livelihood practices

Good Governance and Development Initiatives to be Covered

- Startup India Initiative
- One District One Product (ODOP)
- National Rural Livelihood Mission (NRLM)
- Digital India

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, classroom participation.
- Reading Summaries
- Business Plan or Project
- Multiple choice Test
- Back home task plan