



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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A. Name of the Institute	The National Institute for Entrepreneurship and Small Business Development (NIESBUD)	
B. Name/ Title of the Course	Small Business Planning and Promotion- Trainers/Promoters	
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 07.09.2026 to 18.09.2026 2 Weeks
D. Eligibility Criteria for participants		
1. Educational Qualifications	1. 'A' Level or Equivalent The medium of instruction being English, adequate knowledge of English is necessary for effective participation.	
2. Work Experience required, if any	2. Sufficient experience in the area of small business, self-employment, MS&ME Development, Entrepreneurship and its 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. Prospective small business entrepreneurs can also be admitted to this course.	
3. Age Limit (note: ITEC norms is 25-45 years)	3. 25-45 years	
4. Target Group (Level of participants and target ministries/ departments etc. may be indicated)	4. The programme suits persons keenly interested in starting small business and its 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. Prospective small business entrepreneurs can also be admitted to this course.
E. Aims & Objectives of the course	The programme aims to strengthen the capacities of trainers, promoters, and development professionals in small business planning, enterprise promotion, and entrepreneurship development. Objectives • To develop understanding of small business development processes and entrepreneurship promotion strategies. • To enhance competencies in business opportunity identification, business planning, and project appraisal. • To build capacities in enterprise management, resource mobilization, and market linkage development. • To strengthen participants' skills in training, mentoring, counseling, and entrepreneurship promotion. • To familiarize participants with digital entrepreneurship, innovation, and emerging business practices for MSMEs.
F. Learning Outcomes	Knowledge: The programme will help building the capabilities of trainers/promoters by enabling them to understand and appreciate the entire spectrum of small business development process, the dynamics of small enterprise launching; project formulation and its appraisal and mobilizing resources for small businesses. Skills: • Life Skills – Leadership, Team Building, Interpersonal communication, Effective Negotiation, Creativity & Innovation, Training & Counseling, Problem Solving and Decision Making • Business management skills • Project Management – Time and Cost Management • Effective Marketing & Selling Skills

G. Course Contents/ Syllabus (please attach course details/ profile)	<u>COURSE CONTENTS</u> Small Business Creation • Rationale and scope of entrepreneurship and small business development economics. • Integrated approach to entrepreneurship development, international experiences and outcome. • Environmental scanning and analysis for sensing small opportunities. • Selecting an appropriate business opportunity. • Resource location and mobilization. • Process of setting up and building enterprise. Entrepreneurial Qualities of Small Business Entrepreneurs • Dynamics of entrepreneurship development • Identification and selection of trainees • Motivation and behavioural training • Behavioural dimensions affecting small business decisions Small Business Planning • Market survey • Project report preparation • Technology evaluation and transfer • Basic startup problems Appraising Small Business Opportunities • Project appraisal techniques • Assessing market opportunities and competition • Financial feasibility analysis • Forecasting results Small Business Management Skills • Fundamentals of small business management • Financial management including costing and accounting • Raising funds • Marketing management • Credit and venture capital • E-marketing • Competitiveness Small Business Promoter's Role and Function • Developing curricula for self-employment/entrepreneurship education and training
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	• Planning EMT exercises for selection of potential small business entrepreneurs organizing entrepreneurship development training for small business beneficiaries • Inter-institutional coordination and networking • Consulting and counseling • Training methodology • Evaluation of EDPs Digital and Emerging Business Practices • Emerging areas in entrepreneurship • Digital entrepreneurship • Use of ICT/ AI tools for business planning and promotion • Social media marketing and e-marketplace platforms • Innovation-driven and green enterprises • Emerging technologies and opportunities for MSMEs Field Studies • Study of various small enterprises • Study of institutions promoting small business Good Governance schemes to be covered: • Invest India Initiatives • Start Up India Scheme • ODOP Scheme
H. Mode of Evaluation of performance of the participants	The overall performance of the participants will be assessed on the following criteria: • Individual assignment/ presentation • Group work • Study Visit Reports • Back Home Action Plan Preparation & Presentation • Attendance • Overall behavior during program