

Women Entrepreneurship Development Programme (WEDP)

22nd February-19th March, 2021



Sponsored By:

**National Science & Technology
Entrepreneurship Development Board
(NSTEDB),
Department of Science and Technology,
Ministry of Science and Technology, Govt. of India**

Organized By:



**Department of Technical and Vocational Education
National Institute of Technical Teachers' Training & Research,
Bhopal, M.P.**

About Programme:

Women through entrepreneurship are creating wealth, generating employment and providing new goods or services to the society. Women are creative, good decision maker and inborn managers. Their skills need to be honed for professional endeavours. Their sensitive and emotional nature helps them in marketing intelligence and change as per customer requirements.

Entrepreneurship has very little to do with money. It is instead an attitude, a way of thinking. It goes beyond simply starting a company. In other words, not all people who start their own organizations can necessarily be categorized as entrepreneurs.

National Institute of Technical Teachers' Training & Research (NITTTR), Bhopal, M.P has collaborated with Department of Science & Technology (DST), Government of India to conduct Women Entrepreneurship Development Program (WEDP) to help the women to solve various business problems across the domains.

About DST:

The National Science & Technology Entrepreneurship Development Board (NSTEDB), established in 1982 by the Government of India under the aegis of Department of Science & Technology, is an institutional mechanism to help promote knowledge driven and technology intensive enterprises. The Board, having representations from socio-economic and scientific Ministries/Departments, aims to convert "job-seekers" into "job-generators" through Science & Technology (S&T) interventions. NSTEDB functions under the aegis of Department of Science & Technology. It has representation from socio-economic and scientific Departments / Ministries, premier entrepreneurship development institutions and all India Financial Institutions.

About NITTTR Bhopal:

'National Institute of Technical Teachers' Training and Research (NITTTR)' Bhopal, established in 1965, has the mandate to cross the regional boundaries and function as a resource institution at National and International levels for entire gamut of Technical Education Sector. The institute has been catering to the wide-ranging needs through innovations in Technical Education System as well as to the job market needs of the developing countries also. The institute, with its enhanced mandate, has now become a major

resource institution and a center of excellence for the overall growth and expansion of technical education system of the country and has larger responsibility to contribute to a wide-ranging diverse labor market. The Institute holds expertise through continuous R&D in the areas of HRD, curriculum development, design & development of learning resources, educational management, policy formulation, continuing education, student assessment, multi-media development, community networking, industrial liaison and technical education research. The institution is an active partner in SWAYAM Project of MHRD, Government of India to facilitate self-learning among practicing and potential teachers.

Objectives of the Programme:

- Understand the process of women empowerment through entrepreneurship development.
- Create an awareness of the need and importance of entrepreneurship.
- Develop vision, strategy & structure for entrepreneurship development.
- Evaluate new venture opportunity.
- Make them aware about promotional financial & regulating scheme for women.
- Develop skills in mobilizing and organizing women in recognition of women's potential as agents for social change.
- Prepare feasible & viable project.
- Develop necessary skills of enterprise creation and small business management.

Methodology (Online Mode on Google Meet):

Mix mode learning by covering both Management & Technology tracks conducted by Academicians & Industry Specialists

- Lectures, discussions, brain storming, case study
- Interaction with successful entrepreneur
- Assignments
- Panel discussion

Target Group:

- Students and Faculty members of university/ engineering/ polytechnic/ management/science college who wish to become an entrepreneur.
- Participation is limited to 30

Programme Schedule:

TENTATIVE SCHEDULE

Day	Session – 1	Session - 2	Session - 3	Session – 4
MODULE - 1: ENTREPRENEURSHIP & SCHEMES OF ASSISTANCE				
1st	Inauguration	Programme Objectives: Expectations from trainees, Final Goal, Programme's Strategy etc.	Who is an Entrepreneur & Charms of being an Entrepreneur?	
2nd	Schemes of Assistance for MSMEs: Financial Agencies / Institutions		Schemes of Assistance for MSMEs: NSIC, SIDBI, DIC and Other Support Agencies	
MODULE - 2: PROJECT SELECTION & IT'S PRE-FEASIBILITY				
3rd	How to Identify Business Opportunities	Business Opportunity identification: Criteria of selection & Sources of Information	Business Opportunity Guidance Interactions with Rep. from various support institutions	
4th	Business Opportunity Guidance Interactions with DIC, DI-MSME, Lead Bank etc.		How to conduct Market Survey: Tools, Techniques and Guidelines	
5th	How to assess pre-feasibility of a Project	Preparing Pre-feasibility Report: Preliminary Project Report (PPR)		
6th	Online exposure to a factory	Online Experience Sharing with Entrepreneurs		
MODULE - 3: CONSOLIDATION OF BUSINESS IDEA				
7th	Soft Skill Development: Business Communication	Soft Skill Development: Information Seeking	Briefing for Market Survey: Questionnaire Designing	
8th	Conducting Market Survey and online Data Collection for the identified business opportunities			
9th				
10th				

11th	Feedback and Discussion on Market Survey	Evaluating the PPRs prepared by the Trainees	
12th	Linking Business Opportunities with trainees	Online Interactions with Technical Experts for finalizing project	
MODULE - 4: MOTIVATIONAL INPUT			
13th	Developing Entrepreneurial Competencies (Achievement Motivation Training)		
14th			
15th			
MODULE - 5: BUSINESS PLAN PREPARATION			
16th	Business Plan: Need, Importance, Content & Format	Production Planning in MSME	Purchase Technique
17th	How to assess Working Capital Requirement for MSME		How to manage Working Capital for MSME
18th	Product Costing and Cost Consciousness		Break Even Point
19th	Cash flow	Profitability & Balance Sheet	Product Planning & Product Mix Strategy
20th	Preparation of Detailed Business Plan		
MODULE - 6: MANAGEMENT INPUTS			
21st	Marketing Management: Product Promotion, Sales and Advertisement		Financial Management
22nd	Personal Management:	IPR, Pattern, Copy Rights, Trade Mark etc.	Legal Formalities in an Enterprise: (Factory Act, PF, Labour Laws etc.)
23rd	Negotiation and Networking	Delegation of Authority	Leadership Modes Efficiency Orientation and Systematic Planning
24th	Legal formalities for Loan Disbursement		Taxation: Various Taxes Applicable to MSME
25th	Interfacing with financial Institutions for Business Plan Appraisal		Feedback from Participants Valedictory

Key Dates:

Last date of registration: - 14th February, 2021

Programme date: - 22nd February - 19th March, 2021

Registration Fee:

Free of Cost (DST Sponsored)

Registration Form & Link:

[https://docs.google.com/forms/d/e/1FAIpQLScspJovSNpKb2JIVsed88pC2DNRf8mOpRu-r6XgUN03SAF4EA/viewform?usp=sf link](https://docs.google.com/forms/d/e/1FAIpQLScspJovSNpKb2JIVsed88pC2DNRf8mOpRu-r6XgUN03SAF4EA/viewform?usp=sf_link)

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