

**Proposal for Entrepreneurship Development Programme  
for Retiring/ Retired Personnel of Navy**

**Submitted by:**



**National Institute for Entrepreneurship & Small  
Business Development (NIESBUD)**

A-23, Block A, Industrial Area, Sector 62, NOIDA,  
Uttar Pradesh – 201301

[www.niesbud.nic.in](http://www.niesbud.nic.in)



## I- The Preliminary:

There has been a great deal of emphasis on developing entrepreneurship in the country to promote first generation entrepreneurs. Realizing the effective role of entrepreneurship in the process of industrialization in the developed countries, India and other developing nations viewed this as an effective measure to develop entrepreneurship to promote national production, balanced regional development, dispersal of economic power and provide better employment opportunities.

It was stressed by researchers that the economic backwardness of a region might be attributed largely to inadequacy of the supply of entrepreneurship in the region. If this deficiency can be removed by developing entrepreneurship, the problem of unemployment will be solved and the region will be able to compete with the rest of the country. Therefore, it is important to encourage the people to take up entrepreneurship as a career for the growth and development of the country. Over the past few years the government through various ministries has launched various skill development training programmes in the country and tried to develop and enhance the skills of people, so that they may be easily getting the employment in the market. The vision is over all human resource development and outcome in the form of enhancing their skills and ability according to the demand of industries. This will enhance the employment opportunities for the aspirants of the country. But again the question arises as the employability scenario; to how much skilled persons can be absorbed by the Industries or by market.

The current scenario shows that employment opportunities are there but the market environment is very competitive and it is very difficult to provide the job to everyone. Therefore, the option left is only entrepreneurship and if it is required to harness and enjoy the title of the 'one of the youngest nations in the world', development of entrepreneurship as parallel to skill development has to be worked upon. The skilled person must be motivated and diverted towards entrepreneurship. The people need to be trained in the skill, which matches their competency and mentored, to transform into 'Entrepreneurs' and generate employment opportunities for others rather than become job aspirants themselves.



However developing entrepreneurs requires effort by way of counseling, guiding and supporting the prospective entrepreneurs in various stages starting from conceiving the project ideas to final implementation and successfully running of the enterprises. Those who possess entrepreneurial spirit would continue to lead the economic revolution in future. A good business plan is a prerequisite for funding and is a right roadmap to a successful business. An understanding of Business models and Business plans is very critical for survival of a business and this skill is often found lacking amongst budding entrepreneurs. Further, Entrepreneurial training has been found to be of special significance for helping potential entrepreneurs to establish and manage their enterprises successfully. Responding to the above, it became a urge of the day that entrepreneurship must be promoted. Therefore, there is an urgent need to aware the people about the entrepreneurship and the career opportunities present in this sector. It can be possible through entrepreneurship development programmes at national level to give the pace to the mission of entrepreneurship.

The Directorate General Resettlement (DGR), Ministry of Defence assists Ex-Servicemen to train and acquire additional skills and facilitate their resettlement through a second career. The Institute has conducted various programmes under the sponsorship of DGR for the retired/ retiring Defence personnel in the area of Entrepreneurship, Retail Management, Web Developer, etc for the benefit of the participants.

On similar lines and in order to ensure better career of Ex-servicemen of Navy, it was discussed during the meeting between Officials of NAVY and NIESBUD on 31<sup>st</sup> of March, 2022 regarding possibilities of conducting Entrepreneurship Development Programme on hybrid mode i.e; offline and online both for the benefit of the retired/ retiring Navy personnel.

Keeping the above facts under consideration, it is proposed to impart Entrepreneurship Development Programmes among the retired / retiring personnel of NAVY to inculcate entrepreneurial knowledge and competencies to create future entrepreneurs.



## **II- The Proposal:**

The Institute presents the proposal to undertake Entrepreneurship Development Programmes to impart two (02) weeks training among the target group on hybrid mode i.e. Offline residential in-campus training at NIESBUD, Noida for 04 days and Online non-residential off campus training for 11 days. The Institute will not only give the entrepreneurial knowledge among the target group but also will provide mentoring and handholding support to the prospective participants.

## **III- The Objectives:**

The overall objective of the programme is to promote Entrepreneurship Development among the target group. The programme will enhance the employability of the Participants, so that they will be able to go for self-employment. The Institute will also support the potential entrepreneur for selecting and germinating potential enterprises by providing them all sorts of basic training, handholding and mentoring services.

### **The broad objectives of the Proposal cover the followings:**

- To impart knowledge on Entrepreneurship among the participants;
- To acquaint the participants about entrepreneurial opportunities;
- To develop their confidence level and impart the basic management skills;
- To help in project report preparation for setting up their own enterprises;
- To acquaint them about the Entrepreneurship Support Eco –System, Govt. Schemes;
- To provide escort services through mentoring and handholding support.

## **IV- Course Contents:**

The broad contents to be covered during the programme were:



Entrepreneurship Education	Entrepreneurial Motivation	Business Opportunity Identification	Types of Enterprises
Bank Formalties and Procedures	Entrepreneurship Support Ecosystem; Govt. Schemes	Business Plan Preparation	Product Marketing
Social Media / Digital Marketing	Interface with Successful Entrepreneur	Enterprise Management	Exposure cum Study Visit

#### **V-Training Methodology:**

The programme will be conducted through Online/ Offline platform of the Institute.

- Lecture, group discussions, presentations, case studies.
- Audio-visual led teaching
- Self-instructional study material
- Assignments & Assessment

The training methodology will employ a Facilitated Learning Approach. It will be a mix of facilitator led courses which will have in-house and practical activities along with self-learning sessions.

## VI. Financial Outlay:

### (A) Offline Training (Residential) at NIESBUD: Four (04) Days

S No	Particular	Rate	Units	Amount (INR)
1	Infrastructure Cost (Classroom, Screen Projector, Writing Board, Sitting Arrangements, etc.)	1000	3 Days	3000
2	Curriculum and Content Development	5000		5000
3	Training Kit (Bag, Stationary, etc)	300	20 Participants	6000
4	Cost of Faculty including travel charges	2000	12 Sessions	24000
5	Exposure cum Study Visit	-	-	20000
6	Miscellaneous Expenses (Banner, Photograph, etc.)	-	-	5000
7	Working lunch, Morning and evening Tea & Snacks @ Rs. 400/- (Rs. 300/- + Rs. 50/- + Rs. 50/-) per Participant for 4 days	1600	20 Participants	32000
8	Accommodation Cost @ Rs. 100/- per Participant on twin sharing basis for 4 days	400	20 Participants	8000
9	Dinner, Bed tea & Breakfast @ Rs. 430/- (Rs. 300/- + Rs. 30/- + Rs. 100/-) per Participant for 4 days	1720	20 Participants	34400
10	Programme overhead and Institutional Cost (10% approx.)	-	-	12600
<b>Total (A)</b>				<b>0</b>



### (B) Online Training Programme: Eleven (11) Days

S No.	Particular	Rate	Units	Amount (INR)
1	IT Infrastructure Cost including Server Cost for Virtual Platform Internet Charges, IT Accessory Charges	500	10 Days	5000
2	Faculty Cost	1500	10 Sessions	15000
3	Assessment & Certification	500	20 Participants	10000
	<b>Total (B)</b>			<b>0</b>
	<b>Total Budget (A + B) for a Batch of 20 Participants (15 Days)</b>			<b>1800000</b>

It is proposed for kind consideration to conduct Entrepreneurship Development Programme for one batch of 20 participants @ Rs. 180000/- (Rs. One Lakh and Eighty Thousand only)



## AN OVERVIEW OF THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT (NIESBUD)

The National Institute for Entrepreneurship and Small Business Development (NIESBUD) has been functioning from 6<sup>th</sup> July 1983 as a registered Society. The administrative affairs of the Institute are being looked after by the Ministry of Skill Development and Entrepreneurship, Government of India.

In the changed scenario, the activities of the Institute focus upon Mentoring and Hand-holding the middle layer of Entrepreneurs/Prospective Entrepreneurs enabling them to start their enterprises/scale-up scale of the operations besides performing the existing revenue generating functions of training, research/evaluation and consultancy.

The sprawling Campus of the Institute spread over 2.5 acre is situated in Sector 62, Noida, the Regional Centre of the Institute at Dehradun operates from a rented premises.

The major areas of intervention (*past and present*) of the Institute are: -

### **A. Training**

The different kind of training programmes being organized by the Institute inter-alia include Trainers' Training Programmes (TTPs); Management Development Programmes (MDPs); Orientation Programmes for Head of Departments (HODs) and Senior Executives; Entrepreneurship Development Programmes (EDPs); Entrepreneurship-cum-Skill Development Programmes (ESDPs) and specially designed sponsored activities for different target groups.

NIESBUD has provided training to 12,88,225 persons as of March 31, 2022 through 48,700 different training programmes since inception. This includes 5,134 international participants hailing from more than 145 countries throughout the globe.

The training activities are presently spread over 26 States/U.Ts.

### **B. Research/Evaluation Studies**

Besides the primary/basic research, the Institute has been undertaking review/evaluation of different government schemes/programmes, training need assessment, industrial potential survey etc. and preparing project profiles, all of which form an integral part of the multi-farious activities of the Institute. The broad objective of these activities is the promotion of entrepreneurship and sustenance of MSMEs.

### **C. Development and Standardisation of Course Curriculum**

The Institute has been assisting designing development and standardization of Course Curriculum for Entrepreneurship and Management Development Programmes

### **D. Publications and Training Aids**

The Institute has been bringing out different Publications on entrepreneurship and allied subjects. The recent publications of the Institute are a Booklet "Swavalamban ki Ore" -- Compilation of Successful Entrepreneurs being promoted by the Institute; "Learn to Earn" - An Introduction to Entrepreneurship for School Students; Books on Entrepreneurship Development; a Manual on Training Programme: Employability & Entrepreneurship Skills.

The Institute has also assembled an Entrepreneurship Motivation Training (EMT) Kit consisting of 06 different games and exercises for facilitating imparting of training by Trainers/Promoters.

The Institute also brings out a quarterly Newsletter containing information about the Institute's activities, its forthcoming programmes/activities and the important events in arena of Entrepreneurship, MSMEs and connected sectors having impact on the units in the Sector and spread of entrepreneurial in general.

### **E. Trainers'/Promoters' Training Programmes**

The Institute being a national level entrepreneurship organization, has been doing its might in augmenting availability of trained trainers/promoters in the country.

The Institute is successfully conducting Trainer's Training Programme for Faculties of Industrial Training Institutes (ITIs) to enable them to impart Entrepreneurial Education among the students of ITIs..

The Institute is also engaged in Trainers' Orientation Programme on Entrepreneurship Development for Trainers of Training Providers of NSDC so that they in turn could provide the necessary Entrepreneurial Orientation to the trainees/students undergoing skill training under PMKVY.

### **F. Efforts to Integrate Entrepreneurship into Skill Training**



In accordance with mandate of the Ministry of Skill Development and Entrepreneurship, the Institute is undertaking efforts aimed at integration of an Entrepreneurship Module into the Skill Trainings being impacted by its different constituents.

The efforts towards implementation of various entrepreneurship cum skill development programmes for various target groups, fall in this category.

#### **G. Cluster Interventions**

The Cluster Approach for development of MSME Sector has been found to be very cost effective, the world over. The Institute has been actively involved in undertaking developmental programmes (Soft and Hard Interventions) in Clusters in different capacities. The Institute has so far handled a total of 29 Industrial, Handicraft, Handloom and Village industries Clusters.

In the recent past, the Institute assisted setting up of a Common Facility Centre (CFC) in Scissors Cluster, Meerut in the capacity of its Implementing Agency.

The Institute is also engaged in preparing Detailed Study Reports (DSRs) in respect of Carpet Weaving Cluster, Dharchula and Aipan Art and Handicrafts Cluster, Dehradun.

#### **H. Hand-holding Prospective Entrepreneurs**

A Mentorship & Handholding Support Team has been created at the Institute for facilitating interactions of prospective beneficiaries with the Financial Institutions for availing credit facilities. The Institute has also developed a Mentor Support Network which provides entire range of hand-holding services to persons who come forward with entrepreneurial dreams.

The Institute is also undertaking efforts towards empanelling services of the Mentors which could work as Catalysts in their respective regions/areas.

#### **I. Training-cum-Incubation Centres**

The Institute is running the following 5 Training-cum-Incubation Centres in the name of Livelihood Business Incubations at its premises:-

- i) Garment Manufacturing
- ii) Beauty & Wellness and
- iii) Mobile Repair
- iv) Food Processing
- v) Electrical and Home Appliances

The LBIs had been set up with financial assistance of the Ministry of Micro, Small and Medium Enterprises (MSME) under ASPIRE Scheme

The trainees in these Centres after one-month hands-on training are incubated for another two months during the crucial initial phase.

#### **J. Intellectual Property Facilitation Centre (IPFC)**

The Intellectual Property Rights (IPRs) have been found to be a major and crucial area in the functioning of the units and development of the MSME Sector

The Intellectual Property Facilitation Centre, operational at the Campus of the Institute under the auspices of the O/o DC (MSME) provides facilitation/assistance under one roof to the units located in its vicinity for identification, registration, protection and management of Intellectual Property Rights, as a business tool.

#### **K. Partner Institutions**

The Institute, in order to increase outreach of its training activities, empanels such grass-root level organizations engaged in educational activities including those pertaining to entrepreneurial education/development which have adequate infrastructure competent/experienced faculty and financial viability for conduct of different training activities.

Besides, the Institute has developed a network of grass-root Companies/Institutions for organizing joint market based collaborative activities in different parts of the country.

#### **L. Assistance to State Governments**

Facilitating the Government of West Bengal in operating and improving efficiency of 23 MSME Facilitation Centres (MFCs) set-up in different districts of the State.

#### **M. International Activities**

The Institute conducts 5 to 8-weeks' training programmes under the Fellowships of the Ministry of External Affairs ITEC/SCAAP/COLOMBO Plan for the participants from different countries.

**The Institute generally organizes 14-15 such training programmes involving training of 250 participants every year.**



Besides the Institute also designs and conducts special /request training programmes for overseas agencies and has also been assisting other countries through consultancy assignments primarily in assessing the industrial potential of different Regions.

The List of International Consultancy Assignments handled so far by the Institute

#### **LIST OF INTERNATIONAL CONSULTANCY ASSIGNMENTS**

- a** Undertaking an Exploratory Survey/Feasibility Study of Uganda for 2 weeks in June 1995 at invitation of the Government of Uganda for assessing the possibilities and extent of initiating entrepreneurship development in the country
- b** Study Visit (one week) to Azerbaijan during September, 1997 at the initiative of the Ambassador of India under auspices of Ministry of External Affairs, Government of India for examining the industrial scenario as well as the need and possibilities of inculcating entrepreneurial spirit among younger generation of Azerbaijan
- c** Carrying out of the Industrial Potential Survey of Iganga District of Uganda during December 02-12, 1997 at the request of the Iganga District Council.
- d** Execution of an Agreement with Social Fund for Development (SFD), Egypt for rendering consultancy services for undertaking/facilitating the following activities and carried out the Industrial Potential Survey of 08 Governorates during October - November 2000 .
  - ❖ Industrial Potential Survey of Egypt;
  - ❖ Two Trainers' Training Programmes;
  - ❖ Fifty Entrepreneurship Development Programmes;
  - ❖ Monitoring and Counseling and
  - ❖ Setting up of National Entrepreneurship Institute.

#### **N. Consultancy Services (National/International)**

- Setting up of Entrepreneurship Development Institutes (EDIs).
- Undertaking macro/micro industrial potential survey for truly bringing out the industrial potential of different geographical locations.
- Assessing the Training Needs of different Target Groups.



- Selecting different beneficiaries viz, trainers/ promoters, MSMEs etc.
- Designing Syllabi and developing Curriculum for different training programmes like Trainers' Training Programmes (TTPs), Entrepreneurship-cum-Skill Development Programmes (ESDPs), Entrepreneurship Development Programmes (EDPs) and different Orientation Programmes
- Organizing customized training programmes for both trainers/ promoters and entrepreneurs as well, either in India or outside.
- Developing appropriate training aid material for use in imparting training to different target groups.
- Developing Monitoring and Post-Training Services Mechanism for maximizing the benefits.
- Identifying different Industrial Clusters and ensuring their integrated development.
- Facilitating formulation of the plans & policies and establishment of infrastructure for promotion of MSME Sector.

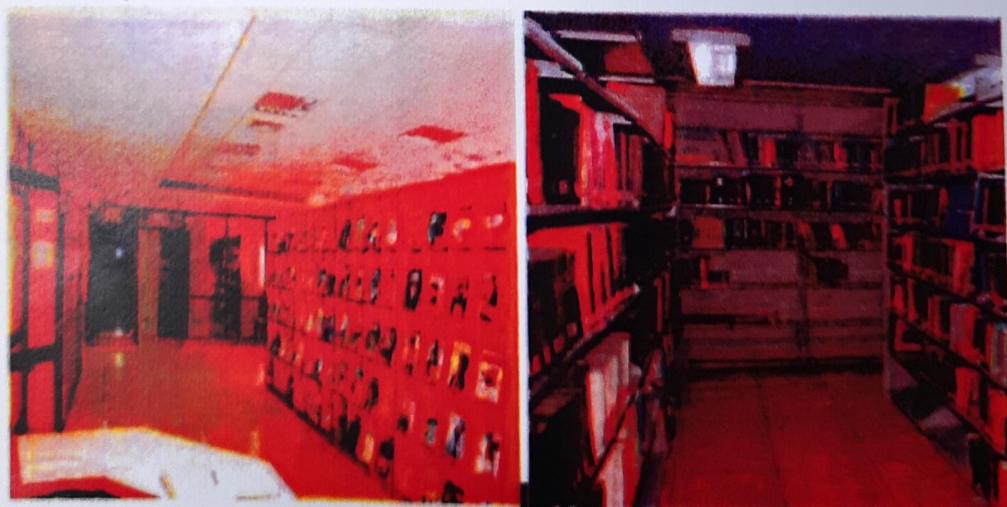
#### P. Infrastructure Facilities at NIESBUD:

The Institute is located at Sector-62, Noida which is well-connected with Road, Metro and Bus facilities with various Classrooms, Auditorium, Computer Lab and other required infrastructure to impart trainings.



#### Library:

The Institute's library is well stocked with latest books, publications, magazines and journals related to entrepreneurship and allied subjects. Nearly 5,000 volumes related to entrepreneurship and more than 100 national and international journals and periodicals are valuable source of information to entrepreneurs and professionals in field of entrepreneurship. In addition, the library is also collaborating with other institutions for exchange of information, publications and newsletters related to entrepreneurship. NIESBUD's library provides consultation, loans and reference services to users. To facilitate reference and readers, it remains open from 9.30 A.M. to 6.00 P.M.



### Training Aids Division:

The Institute also has a Division for the development of training aids. The division is involved in planning and executing activities related to production of Audio- Visual Aids. It has developed over a dozen video films on various topics relating to entrepreneurship. It has also designed and developed' an Entrepreneurial Motivation Kit' which is very widely used for conducting motivational laboratory in entrepreneurship training. It has also developed simulation exercises and sets of transparencies on selected topics. Various classrooms and auditorium are here with latest electronic machines.



### Conference Facilities:

The Institute has spacious, well-equipped 8 conference Halls and Committee Rooms with a variety of audio-visual and other latest training equipment for conferences and small group work.

### Accommodation:

Accommodation facilities are available at Institute campus. Images of hostel and canteen are given below.

