

## CED-NIRDPR in collaboration with UNDP

### **Biz-Sakhi Master Trainers Development Programme**

**August 05-10, 2019**

<b>Programme Title:</b>	Biz-Sakhi Master Trainers Development Programme
<b>Duration and dates:</b>	05-10 August, 2019 (Six days excluding arrival and departure)
<b>Venue:</b>	NIRDPR, Hyderabad
<b>Co-ordinating Centre:</b>	Centre for Entrepreneurship Development (CED), NIRDPR
<b>Number of Participants:</b>	Maximum up to 30
<b>Closing date of Nominations:</b>	<b>18 July 2019</b>

#### **Background:**

Recent data released by the Ministry of Statistics and Programme Implementation (MoSPI) shows that women constitute only 14 percent of the total entrepreneurs in the country. It was found that one of the reasons for this lack of uptake is the absence of mentorship and handholding support for women entrepreneurs who wish to start new ventures in their life. Other issues include lack of awareness about opportunities, difficulty in accessing formal financing and poor customer management skills. Women entrepreneur do aspire to scale up their enterprise but lack of skills act as hurdle for them in doing so.

The creation of a cadre of mentors for entrepreneurship promotion is a well-accepted methodology and has been included under various programmes including Start-up Village Entrepreneurship Programme (SVEP) project under DAY-NRLM which is focussing the development of CRPs for Entrepreneurship Promotion (CRP-EP) as local level mentors for supporting rural women to start their small businesses. Similarly, **Disha Project of UNDP** also aims to create a ‘cadre of mentors’, from the local population who could encourage women from their local community towards entrepreneurial activities and handhold them in terms of business-related technical inputs and psycho-social support. In other words, the idea is to develop a cadre of ‘Business Sakhis’ (Biz Sakhis) as a local resource for entrepreneurship promotion.

The success of the mentorship model lies on the methodology and curriculum adopted for imparting training to these Biz-Sakhis. For this National Institute of Rural Development and Panchayati Raj (NIRDPR) along with National Institute for Entrepreneurship and Small Business Development (NIESBUD) of Ministry of Skill Development and Entrepreneurship and UNDP with the support of School of Human Ecology, TISS has developed a robust mentorship course curriculum and training content for certifying these Biz-Sakhis. These community mentors will be certified by NIESBUD or NIRDPR. The training will be a combination of classroom training of 25 days and ‘on job – on field’ training for minimum

100 days including online assignments with following components and support service systems of master mentors and facilitative platforms through NIESBUD and NIRDPR:

- **How to conduct an EAP (Entrepreneurship Awareness Programme):** the mentors trained to deliver a two days session on the value of entrepreneurship Including mobilization and outreach.
- **How to conduct and EDP (Entrepreneurship Development Programme):** the mentors trained to deliver a five days business skills development programme using SIYB modules of ILO or the UNDP-Disha EDP Curriculum.
- **How to provide the right support to entrepreneurs:** the mentor trained on a few critical skills (persuading, influencing, negotiations skills, etc.) that will help them support effectively the entrepreneur on a more long-term basis.
- **How to provide backward and forward linkages:** the mentor will be trained in networking skills, she will have access to a wealth of information including but not limited to: government schemes on woman entrepreneurship (like Mudra and others), portfolio of possible businesses at local level, etc.

After the Biz-Sakhi certification programme, each Biz-Sakhis should capable enough to take up the above-mentioned roles and responsibilities. Making them capable, they also need continuous handholding and mentorship support. This will be provided through the Master Trainers who are selected, trained and empanelled for the same. Thus, the role of Master Trainers in developing the cadre of Biz-Sakhi is critical. Master Trainers needs to impart the Biz-Sakhi training as per the curriculum developed for the same, guide and handhold the Biz-Sakhis during field works for the training, assess and evaluate their performance and facilitate the certification too. Further they need to handhold and mentor for few more years by providing necessary support services on psycho-social and business aspects.

In this background, Centre for Entrepreneurship Development (CED)-NIRDPR-UNDP will **train and empanel 50 Master Trainers for Biz-Sakhi certification in two batches.**

#### **Objectives of the programme:**

- To create a roster of master trainers who will provide all required support to develop cadre of ‘Business Sakhis’ (Biz Sakhis) as a community mentors for women entrepreneurship promotion;
- To enhance knowledge and skill of participants on useful tools for promotion of women entrepreneurship in rural areas;
- To expose participants both to psycho-social and business aspects of women entrepreneurship;

#### **Scope and methodology:**

The training sessions include interactive classroom discussions, recap sessions, intensive interactions and group work, sharing and presentation of ideas/concepts. Detail action plan consisting of (a) sharing the learning on a daily basis and (b) post training plans.

**Resource Persons:**

Faculty members from NIRDPR, UNDP, TISS Mumbai, NIA Pune, NIESBUD Delhi.

**Eligibility Criteria:**

Any staff, faculties, trainers or experts belonging or attached to following categories of agencies or institutes may be nominated or recommended:

- a. Any state government agencies, including SRLMs, SIRDs, ETCs, ATIs, MSME Development institutes, DICs, RSETIs etc.
- b. Any implementing agencies who promote entrepreneurship in local level including NGOs;
- c. Any academic and training institutes who promote entrepreneurship education (e.g. EDIs, IIEs).
- d. National and state level trainers and resource persons who are empanelled already or willing to undergo the empanelment process afresh.

**Application procedures:**

Nominations may be submitted to Dr. Partha Pratim Sahu, <ppsahu.nird@gov.in> in the prescribed **nomination form** (Enclosed below) duly recommended/forwarded by the nominating agencies latest by **18 July 2019**.

**Selection Guideline:**

1. Please note that nomination of a candidate does not necessarily guarantee that s/he will be selected. **Selection will be done by a committee of experts from NIRDPR and UNDP**, keeping the broad objectives of mentorship programmes for entrepreneurship promotion. Attempt will be made to select participants from various organizations and agencies. Preference will be given to those who have got prior experience related to psycho-social mentorship and business aspects of women entrepreneurship.
2. Certified participants will have to travel and impart training and certification to Biz-Sakhis in remote areas and handholding the Biz-Sakhis for few years, where Biz-Sakhis programme will be implemented.
3. This programme is residential in nature. NIRDPR will provide accommodation in its Guest House (on twin sharing basis) and will bear boarding and lodging expenses for the selected participants.
4. To and fro travel expenses of the selected participants attending the programme must be borne by their nominating / sponsoring agencies and/or by the participants themselves.
5. If a selected participant becomes unable to attend s/he should inform the programme co-ordinator (Dr. Partha Pratim Sahu, <ppsahu.nird@gov.in> immediately so that this opportunity can be given to others.
6. **There is no training fees. Selected participants will be informed by 24 July 2019 via email.**

## **ABOUT NIRDPR:**

Established in 1958, the National Institute of Rural Development and Panchayati Raj (NIRDPR) is a premier training institute and a centre of excellence in research and consultancy services in the rural development arena. Recognized internationally as one of the UN-ESCAP centres of excellence, it builds capacities of functionaries in rural development, elected representatives of Panchayats, bankers, NGOs and other stakeholders. The institute is located in the historic city of Hyderabad in Telangana state.

## **About the Coordinating Centre:**

### **Centre for Entrepreneurship Development (CED)**

The Centre for Entrepreneurship Development at NIRDPR has a mandate to work towards achieving rural development through entrepreneurship of rural youth through awareness, capacity building, hand-holding programmes and infusing improved technologies in the rural areas. The centre is poised to undertake training and capacity development programmes, policy oriented and action based research and work closely with agencies, departments and ministries working on promotion of rural entrepreneurship. The centre also organizes workshops and conferences on broad themes such as entrepreneurship for rural youth, women and socially and economically marginalised groups, skill development through entrepreneurship, rural clusters, rural homestay/tourism, Startup Village Entrepreneurship and Smart village.

## **Location & Facilities:**

NIRDPR is located on a sprawling 42 hectare beautiful campus in Rajendranagar, Hyderabad. The institute has a well-organized and computerized library with a collection of over 90,000 volumes. Besides well-equipped classrooms and guest houses, the institute has a healthcare centre, a community health club with modern equipments, and facilities for yoga, Badminton, Tennis, Table Tennis, Swimming pool, etc.

## **Contact Details:**

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**Partha Pratim Sahu**  
Centre for Entrepreneurship Development (CED)  
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## **Biz-Sakhi Master Trainers Development Programme**

**August 05-10, 2019**

**Venue: NIRDPR, Hyderabad**

### **NOMINATION FORM**

*(Please send the following details in a typed form with telephone/mobile numbers and complete address)*

1. Name:

2. Designation:

3. Organisation:

4. Qualification

5. Address:

6. Tele/Fax/ Mobile No:

7. E-mail address:

8. Brief Job Description:

9. Briefly describe your interest and motivation to attend this programme and your expectations from it.

Date:

Forwarding Authority

Place:

Signature

*Note: Kindly send/mail your nomination to: Dr Partha Pratim Sahu, (Email: [ppsahu.nird@gov.in](mailto:ppsahu.nird@gov.in))*

**Last date for nomination: 18 July 2019**