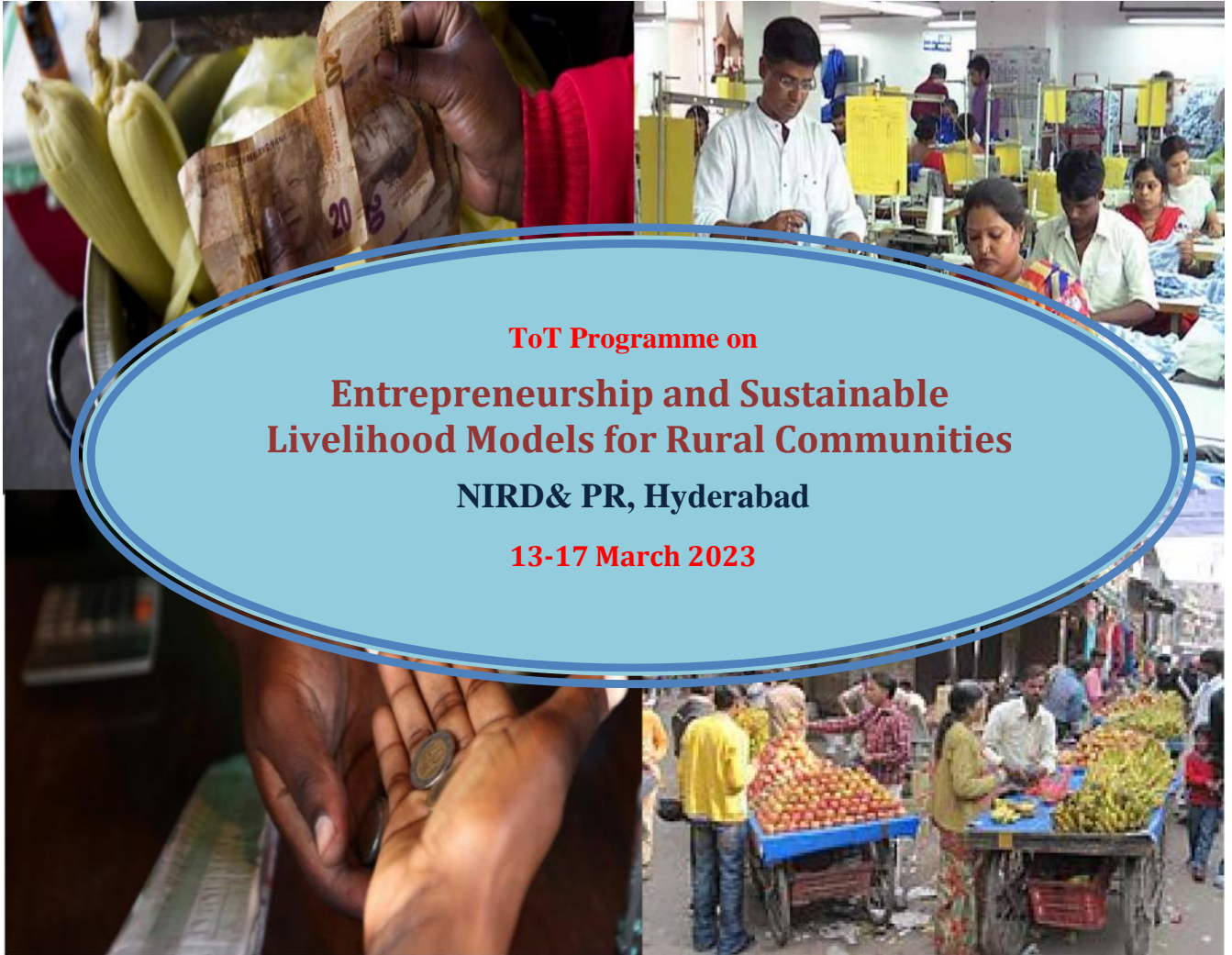


Centre for Entrepreneurship  
Development and Financial Inclusion  
(CEDFI)



राष्ट्रीय ग्रामीण विकास एवं  
पंचायती राज संस्थान  
National Institute of  
Rural Development & Panchayati Raj

Centre for Innovation and  
Appropriate Technologies for Skill  
and Jobs (CIAT&SJ)



**ToT Programme on  
Entrepreneurship and Sustainable  
Livelihood Models for Rural Communities  
NIRD& PR, Hyderabad  
13-17 March 2023**

**Batch II**

**Mode:** In campus

Training Fees: NIL\*

**Dates:** 13-17 March 2023

**Contact:** [cedfi2020@gmail.com](mailto:cedfi2020@gmail.com)

**Application deadline:** 03 March 2023

**Code:** NA

**Registration Link:** <https://forms.gle/waVS1yp31HuQDVW87>

## About the training programme:

A preponderant majority of rural population are now struggling for a sustainable livelihood opportunity during the post Covid-19 pandemic and the subsequent lockdown. In rural areas the livelihood opportunities are not only shrinking but also unsustainable. Creation of livelihood avenues in massive number and ensuring their sustainability will be crucial to address the problem of poverty and inequality in rural areas. Lack of entrepreneurial skill especially among rural youth, women and marginalized communities is one of the most important reasons for this situation. There is an urgent need to infuse entrepreneurship spirit among rural youth undertaking awareness, capacity building, hand-holding programmes and imparting improved technologies in the rural areas. Achieving economic empowerment through promotion of entrepreneurship, specifically in the current situation where restoration and creation of alternate livelihood is very important for vulnerable population. In this context, the said training programme has been designed to equip and empower the rural youth and women with entrepreneurial skills, knowledge and approach to start a new sustainable entrepreneurial venture and/or scale up the existing ones. After the programme, the participants will be able to promote and guide rural people into successful entrepreneurs. The training programme will also help in understanding nuances of entrepreneurship development such as mentoring and handholding, packaging, financial and marketing linkages.

## Key objectives of the programme:

- To provide support identifying sustainable livelihood opportunities in rural areas;
- To enhance the entrepreneurial skills among rural youth, women and marginalized communities;
- To develop strategies towards sustainable livelihood ventures on a community approach;
- To provide hands-on training on select sustainable entrepreneurial projects/models;
- To facilitate (post training programme) linkages with financial, marketing, technology and quality control and skill agencies;
- To appraise about the recent Govt. schemes towards skill and entrepreneurship development;

## Who attends this training programme?

- ✓ Officials from Depts. of rural development, SIRDs, NRLM, SRLMs,
- ✓ DDUGKY, NSDC, Sector Skill Councils
- ✓ YPs/CRPs/NRPs associated with SVEP and other farm and non farm-livelihood of NRLM
- ✓ Faculty members of RSETIs, ETCs, ATIs, EDIs, MSME-Dis, IIEs
- ✓ Banking professional, academics
- ✓ Experts and technical staff from reputed CSR, NGOs and other civil society organizations.

## What topics does this training programme cover?

This programme focuses on:

- \* Rural entrepreneurship development: Emerging challenges and opportunities
- \* Sustainable livelihood and entrepreneurship models;
- \* Contemporary policy challenges Govt.'s responses;
- \* Marketing, financial inclusion, technologies, innovation;
- \* Aggregates: SHGs, FIGs, FPOs, Producers companies, copoeratives, value chain analysis
- \* Best practices in entrepreneurship and livelihood models;
- \* Institutional architecture/support system

## Why should I join?

At the end of the training programme, the participants will get a better understanding of:

- a) Adequate knowledge on identifying potentials sectors in their respective states to start sustainable livelihood options and scale up the existing ones;
- b) Develop strategies towards sustainable livelihood models and relevant linkages with financial, marketing, technology and quality control and skill agencies;
- c) The existing government schemes and policies to promote rural entrepreneurship development;;
- d) How to design appropriate interventions to address challenges faced by informal sector through skill development, entrepreneurial capabilities, marketing, and creation of knowledge networks for continued support and long term handholding. Comprehensive reading materials will also be made available;

## Training pedagogy:

Training methods will comprise of lectures, group discussions, and presentations. Presentations on good practices/ successful models will be imparted. Exposure visits/RTP visits. Pre (& post) test/quiz and all sessions are mandatory. Detailed evaluation/feedabck on the training programmes from the participants will be taken on online Training Management Portal (TMP).

## Resource persons:

Besides in house faculty members who have long years of experience, eminent speakers/resource persons from outside will also be invited for taking sessions.

## Accommodation &Travel

This program is residential in nature; hence NIRD&PR will provide accommodation in its Guest Houses and will bear **ONLY** boarding and lodging charges for the participants. However, to and fro travel expenses of the participants attending the training program must be borne by their nominating / sponsoring agencies. The participants are requested to report at NIRD&PR hostel, Rajendranagar, Hyderabad one day (afternoon) before the day the programme commences and leave next day after the programme is over. Before reaching the guest house, they may contact reception at 040 – 2400 8500.

## Selection Guideline:

1. Please note that mere nomination of a candidate does not necessarily guarantee that s/he will be selected. Selection will be made, keeping the broad objectives of training programme. Attempt will be made to select participants from various states, organizations, agencies and gender. Preference will be given to them who are currently working or prior experience of working on the key issues addressed in this training programme. Those who are currently working, they should get their nomination form duly forwarded from the competent authority.

**2. Only 30 participants will be short-listed for the programme.**

**3. \* There is no training fees. But 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.**

4. This programme is residential in nature. NIRDPR will provide accommodation to all selected participants in its Guest House (on twin sharing basis) and will only bear boarding and lodging

expenses for the selected participants. Participants are expected to reach NIRD on 12 March 2023 evening and leave NIRD on either late evening on 17<sup>th</sup> or early morning on 18<sup>th</sup> March 2023.

5. If a selected participant becomes unable to attend s/he should inform the programme co-ordinator (Dr P P Sahu, [cedfi2020@gmail.com](mailto:cedfi2020@gmail.com)) immediately so that this opportunity can be given to others.

5. Selected participants will be informed by 5<sup>th</sup> **March 2023** via email.

## ABOUT THE COORDINATING CENTRES

### Centre for Entrepreneurship Development & Fianacial Inclusion (CEDFI)

The Centre for Entrepreneurship Development & Fianacial Inclusion at NIRD & PR has a mandate to work towards achieving rural development through entrepreneurship development and financial inclusion. 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 and financial inclusion. 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 banking and finance, rural clusters, rural tourism, Startup Village Entrepreneurship and Smart village.

### The Centre for Innovation and Appropriate Technologies for Skill and Jobs (CIAT&SJ)

The Centre for Innovation and Appropriate Technologies for Skill and Jobs (CIAT&SJ) at NIRD & PR aims to promote a society that derives optimal benefits from Science and Technology with judicious use of natural resources for the wellness of human beings in the context of sustainable development. Through the Rural Technology Park (RTP), it undertakes capacity building initiatives for promoting sustainable livelihood and entrepreneurship among people from rural areas. In order to achieve this objective, a wide range of appropriate and affordable rural technologies have been identified and showcased through various display cum production units in the premises of the park sprawling over 65 acres. The centre has developed a unique partnership approach with dynamic entrepreneurs, non-governmental organisations and technology development agencies towards realizing this objective.

## ABOUT NIRD&PR

Established in 1958, the National Institute of Rural Development and Panchayati Raj (NIRD&PR) 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.

### Programme Coordinators:

<b>Dr. Partha Pratim Sahu</b>	<b>Dr Ramesh Sakthivel</b>
Centre for Entrepreneurship Development and Fianacial Inclusion (CEDFI)	Centre for Innovation and Appropriate Technologies for Skill and Jobs (CIAT&SJ)

Email: [cedfi2020@gmail.com](mailto:cedfi2020@gmail.com)



### Contact Details

**Registration Link:** <https://forms.gle/waVS1yp31HuQDVW87>