

**Online ToT  
on  
Business Plan Preparation for Promoting  
Rural Farm Sector Enterprises  
(May 24-28, 2021)**

**REGISTRATION LINK**

**For Registration, Please visit the link**  
<https://forms.gle/qnrGgzT8E744jPxJ9>

*(Please note that the registered candidates will receive an online login link on their registered mail ID)*

**COURSE BROCHURE**

**LAST DATE OF RECEIVING  
NOMINATIONS**

May 20, 2021



**NATIONAL INSTITUTE OF RURAL  
DEVELOPMENT AND PANCHAYATI RAJ  
NORTH EASTERN REGIONAL CENTRE  
NIRDPR LANE, NH-37  
JAWAHARNAGAR, KHANAPARA  
GUWAHATI-781022**

**NEED**

Promotion of entrepreneurship in any society is said to be the key to socio-economic change and development. More so, worldwide there is a growing appreciation and interest on promoting rural entrepreneurship. The farm sector which has a huge potential to promote entrepreneurship across the rural gamut is often viewed only as a cushion for self-sustenance. In India, although the different flagship programmes of the government like the NRLM, ASPIRE, FPO promotion schemes of NABARD, SFAC etc emphasises upon promotion of entrepreneurship among women and youth in the farm sector, there are many a challenges which need to be addressed. Only a right set of strategic interventions with right efforts can cut across the different challenges.

Enterprise creation is a process wherein along with motivation and confidence building, one also needs to guide and disseminate knowledge on the process, strategy, business plan and the available schemes and policies. Though strategic initiatives vary across different farm enterprises, no enterprise can do without a business plan. Preparing a business plan which is viable and feasible needs acumen and knowledge on the different aspects of the enterprise which is proposed to be taken up. But even before, drawing the business plan itself is a methodical exercise which one should have a-priori knowledge about. Focus should be on the different components of the business plan and how to arrive at them. The interventions in a business plan of a rural farm sector enterprise should lead it towards a viable and feasible enterprise.

It is in the above light that the ToT on 'Business Plan Preparation for Promoting Rural Farm Sector Enterprises' is proposed for capacity building of the functionaries of the government and non-government organisations, institutions and departments who are into promoting rural farm sector enterprises.

**OBJECTIVES**

- i. To orient the participants on the concept of business plan preparation for promoting rural farm sector enterprises
- ii. To equip the participants on the process, approaches and strategies of drawing business plans in the farm sector

**CONTENT**

Opportunity Identification and Idea Assessment, Business Model Canvas, Understanding and Drafting a Business Plan, Sector Specific Business Plans – Agri/Horti, Animal Husbandry, Poultry etc.

**TARGET GROUP**

Functionaries of SRLMs, Department of Industries and Commerce, P&RD Department, other line departments and Development Professionals from the non-government sector/ organisations. Institutes/ universities from across all the eight states of North East India and beyond

**DATE & TIME**

Five Days (May 24-28, 2021)

Three Hrs a Day (10:30 am – 1:30 pm)

**COURSE DIRECTOR**

Dr. Ratna Bhuyan, [ratnabhuyan.nird@gov.in/](mailto:ratnabhuyan.nird@gov.in)  
[bhuyanmamu@gmail.com](mailto:bhuyanmamu@gmail.com)

**COURSE FEE AND REGISTRATION**

There is no Course fee. Registration is free for nominated participants (the participant should be nominated by his/her office/institute/organisation/university etc).

**CERTIFICATE**

Participants will receive E-certificates on attending all sessions of the ToT and after duly submitting the evaluation of the ToT on the Training Management Portal.

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