

**Online ToT  
on  
Business Plan Preparation for Promoting  
Rural Non-Farm Sector Enterprises  
(July 26-30, 2021)**

**REGISTRATION LINK**

For Registration, Please visit the link  
<https://bit.ly/2UDgzHZ>

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

**COURSE BROCHURE**

**LAST DATE OF RECEIVING  
NOMINATIONS**

July 21, 2021



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

**NEED**

Worldwide, there has been a growing appreciation and interest on entrepreneurship promotion both across developed and developing nations. The government of India too through its flagship programmes like NRLM and MSE-CDP, SFURTI etc and other schemes and policies of different Ministries is emphasising upon promotion of entrepreneurship and hence enterprises in the non-farm sector. But efforts at promoting entrepreneurship and creating enterprises in the non-farm sector needs strategic interventions. With the non-farm sector making inroads in the village economies promoting rural entrepreneurship in recent times, coming up with right business plans becomes all the more challenging. More so, promoting enterprises in the non-farm sector is a strategy under different development programmes in India today for achieving the twin objectives of promoting entrepreneurship and therefore, growth of the economy, particularly among the educated unemployed youth and women collectives across villages.

Creating an enterprise is a process including strategic initiatives which vary across different non-farm enterprises. While drawing the business plan, focus should be on creating channels for flow of credit, market information, improving supply chains and quality standards and creating forward integration together with process improvements. These interventions are not exhaustive and a sound business plan can only make the enterprise a bankable and viable one. Drawing a business plan is a systematic exercise which one should have a-priori knowledge about. Focus should be on the different components of the business plan. There are tools and techniques for coming up with the different components of a business plan which need thorough insights. It is in the above light that the ToT on 'Business Plan Preparation for Promoting Rural Non-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 non-farm sector enterprises.

**OBJECTIVES**

i. To orient the participants on the concept of business plan preparation for promoting rural non-farm sector enterprises

- ii. To explain the process of development of business plan for non-farm enterprises
- iii. To describe the approaches and strategies followed for development of business plan for non-farm enterprises
- iv. To equip with skills for designing the business plan for effective functioning of non-farm enterprises

**CONTENT**

Opportunity identification in non-farm sector, Venture opportunity profile in non-farm sector, Opportunity shaping, exercise, Canvas of a business plan (including Market analysis, Competitor analysis, Industry analysis, Financial projection, Funding, Business model definition etc), Introduction to Business Plan Worksheet

**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

**DATE & TIME**

Five Days (July 26-30, 2021)

Three Hrs a Day (10:30 am – 1:30 pm)

**COURSE DIRECTORS**

Dr. Ratna Bhuyan, [ratnabhuyan.nird@gov.in/](mailto:ratnabhuyan.nird@gov.in)  
[bhuyanmamu@gmail.com](mailto:bhuyanmamu@gmail.com) and Er P P Bhattacharjee,  
[partha550@yahoo.com](mailto:partha550@yahoo.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.

**LAST DATE OF RECEIVING NOMINATIONS**

July 21, 2021