

PROGRAMME BROCHURE



ONE DAY ENTREPRENEURSHIP AWARENESS PROGRAMMES (EAP) (February-March, 2025)

SPONSORED BY: O/O DC-MSME, GOVERNMENT OF INDIA

TO BE CONDUCTED BY: NATIONAL INSTITUTE OF RURAL DEVELOPMENT & PANCHAYATI RAJ, NORTH EASTERN REGIONAL CENTRE, GUWAHATI (ASSAM)

ABOUT NIRDPR

The NIRDPR is an apex organisation under the Ministry of Rural Development, Government of India (GoI) for training, research, action research and consultancy in rural development. It is the think tank of the Government of India on issues pertaining to rural development. The Institute serves as a forum for discussion and debate on issues of common concern and attracts academics and development practitioners from all over the country and abroad. It is recognised nationally and internationally as a 'Centre for Excellence in Rural Development' in general and 'Centre for Excellence in HRD Research and Training' by the UN-ESCAP in particular, and has been actively engaged in organising and imparting international training, conducting workshops and carrying out consultancy works during the last four decades.



The North Eastern Regional Centre of the National Institute of Rural Development & Panchayati Raj (NIRDPR-NERC) came into existence in July 1983 in Guwahati with the aim to orient its training and research activities to the specific needs and potentials of North Eastern States. The Centre is located at Jawaharnagar, Khanapara, Guwahati adjacent to Assam Administrative Staff College and Veterinary College, & K K Handique Open University. It is located at a distance of about 15 km from Guwahati Railway Station and Central ASTC Bus Stand and is about seven km from the Lokpriya Gopinath Bordoloi International Airport.

THE MANDATE OF THE INSTITUTE

- Conduct training programmes, conference, seminars and workshops for senior development executives
- Undertake, aid, promote and coordinate research on its own or through other agencies
- Analyse & provide solutions to problems encountered in planning and implementation of the programmes for rural development, natural resource management, decentralised governance, IT applications, Panchayati Raj and related issues etc
- Disseminate information through periodicals, reports and other publications in furtherance of the basic objectives of the Institute

Organised by

National Institute of Rural Development & Panchayati Raj, North Eastern Regional Centre (NIRDPR-NERC), Jawahar Nagar, Guwahati -781022
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NOMINATION FORMAT**Title of the Training Programme:**

Entrepreneurship Awareness Programmes (EAP)
(February-March, 2025)

1. **Name of the Participant:**
2. **Designation & Present Assignment:**
3. **Department/Organization:**
4. **Address for Communication with telephone No. and proper codes:**

Tel: (O)

Tel: (R)

Fax:

5. **Age:**

6. **Educational Qualification:**

Date:

Place:

Signature of the sponsor with seal

ENTREPRENEURSHIP AWARENESS PROGRAMMES

(February-March, 2025)

Sponsored by

**Ministry of Micro, Small and Medium Enterprises
Government of INDIA**

Organised by

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

ENTREPRENEURSHIP AWARENESS PROGRAMME (EAP)

One Day Entrepreneurship Awareness Programmes (EAPs) are designed by the Ministry of Micro, Small and Medium Enterprises (MSME), GoI to identify and motivate traditional/non-traditional entrepreneurs having potential for setting up MSEs with an objective of leading them towards entrepreneurship/self-employment.

Enterprise creation is a process wherein along with motivation and confidence building, one also needs to know the process and strategy for setting up an enterprise and running it successfully. These One Day EAPs have been designed to meet this very need and to provide an overview of entrepreneurship to the target groups, and to make understand its role in industrial growth and economic development of any nation.

These programmes, besides discussing business identification and opportunities would also have one-to-one discussions with interested participants for counseling and mentoring. The EAPs would also bring to the fore the different schemes and policies of the Ministry of MSME, GoI to promote the micro, small and medium enterprises across the country.

Objectives

- i. To provide an overview of entrepreneurship and explain its benefits
- ii. To motivate the participants, and counsel and guide them towards taking up successful MSE ventures

Course Content

The course content would broadly cover the following areas:

1. Introduction to Entrepreneurship and Motivation
2. Business Opportunity Identification & Guidance
3. Financial Literacy & Government Schemes
4. Interactive Questions & Answer session

Participants' Level

Traditional/non-traditional entrepreneurs having potential for setting up MSEs both from farm and non-farm sector

Methodology

Adult Learning Methodology would be followed in the Programme. The methodology shall include lectures, discussions, one-to-one handholding etc. Audio visual aid and other TLMs would be extensively used in the programme to facilitate better understanding on the subject. Besides the Faculties from NIRD-NERC, subject experts from government and non-government organisations, successful local entrepreneur(s) would take sessions in the programme.

Course Fee

There is no course fee.

Duration

One Day

Course Coordinators

Dr. Ratna Bhuyan & Er. S K Ghosh