



# PROGRAMME BROCHURE

FIRST ADVANCED MDP

## **A-MDP ON BUSINESS MODEL CANVAS AND BUSINESS PLAN PREPARATION FOR PROMOTION OF RURAL FARM AND NON-FARM SECTOR ENTERPRISES (November 4-8, 2024)**

**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)

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## ABOUT NIRDPR

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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.

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## THE MANDATE OF THE INSTITUTE

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- 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

## Travel

The to and fro traveling expenditure of the participants including local conveyance will be borne by the nominating authorities.

## Venue

National Institute of Rural Development & Panchayati Raj, North Eastern Regional Centre (NIRDPR-NERC), Jawahar Nagar, Guwahati - 781022  
Phone No.: 0361-2304790/2307043 (O), 0361-2302570 (Fax), 9854050437 (M)

## Nominations

Nominations in the prescribed format should reach the address given below on or before **October 31, 2024**

**Patron: Dr. R Murugesan**

Course Coordinators: Dr. Ratna Bhuyan & Er. S K Ghosh

**Nomination forms duly filled in to be returned to:**

Dr. Ratna Bhuyan/ Er. S K Ghosh  
Programme Coordinators  
National Institute of Rural Development  
North Eastern Regional Centre  
Jawaharnagar, Khanapara  
Guwahati-781022, Assam  
9854050437 (M); 9435349979 (M)

E-mail: [ratnabhuyan.nird@gov.in](mailto:ratnabhuyan.nird@gov.in)/  
[skghosh.nird@gov.in](mailto:skghosh.nird@gov.in)

## NOMINATION FORMAT

### Title of the Training Programme:

*Advanced MDP on Business Model Canvas and Business Plan Preparation for Promotion of Rural Farm and Non-Farm Sector Enterprises*  
(November 4-8, 2024)

*Last date of receiving nominations: October 31, 2024*

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:**

1. **Age:**

2. **Educational Qualification:**

**Date:**

**Place:**

**Signature of the sponsor with seal**

**ADVANCED MDP  
ON  
BUSINESS MODEL CANVAS AND  
BUSINESS PLAN PREPARATION FOR  
PROMOTION OF RURAL FARM AND  
NON-FARM SECTOR ENTERPRISES**

**(November 4-8, 2024)**

### 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**

**ADVANCED MDP  
ON  
BUSINESS MODEL CANVAS AND BUSINESS  
PLAN PREPARATION FOR PROMOTION OF  
RURAL FARM AND NON-FARM SECTOR  
ENTERPRISES**

Promotion of entrepreneurship in any society is said to be the key to socioeconomic change and development. More so, worldwide there is a growing appreciation and interest on promoting rural entrepreneurship. Both farm and nonfarm sectors across the rural gamut in India hold huge potential to promote entrepreneurship. However, more often than not, these sectors are often viewed only as cushions for self-sustained economies. 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 and non-farm sectors, many challenges adorn the path to promoting rural entrepreneurship. Only a right set of strategic interventions with right efforts can cut across these 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 and non-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

components of the business plan.

It is in the above light that the duly sponsored Advanced MDP on 'Business Model Canvas and Business Plan Preparation for Promotion of Rural Farm and Non-Farm Sector Enterprises' under the 'Entrepreneurship and Skill Development Programmes (ESDP) scheme' of the Ministry of MSME, GoI is proposed for capacity building of the rural women entrepreneurs of Assam.

### **Objectives**

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

### **Course Content**

The course content would cover the following broad areas:

1. Identification of Units in Farm & Non-Farm sectors
2. Opportunity to Create & Develop Venture Profiles
3. Exploring Sustainable Marketing Opportunities
4. Understanding Business Model Canvas & Drawing of Business Models
5. Follow-up Action and Networking
6. Field Visit

### **Participants' Level**

Rural Women Entrepreneurs and other functionaries from the Department of Rural Development & Panchayati Raj and other Line Departments - SRLMs, RuUrban Mission, Department of Handloom & Handicraft, Department of Agriculture, MOVCD, Department of Industries and Commerce etc.

### **Methodology**

Adult Learning Methodology would be followed in the Programme. The methodology shall include lectures, group discussions, group work, field visit 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 would take sessions in the programme.

### **Course Fee**

There is no course fee.

### **Duration**

*Five Days (November 4-8, 2024)*

### **Board & Lodging**

Free board and lodging will be provided to all participants in the Institute's Guest House.

### **Course Coordinators**

Dr. Ratna Bhuyan & Er. S K Ghosh