

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 **September 18, 2024**

Course Directors: Dr. Ratna Bhuyan, Assistant Professor & Professor R Murugesan, Director, NIRDPR, NERC, Guwahati

Nomination forms duly filled in to be returned to:

Dr. Ratna Bhuyan
Assistant Professor & Course Director
National Institute of Rural Development
North Eastern Regional Centre
Jawaharnagar, Khanapara
Guwahati-781022, Assam
9854050437 (M)

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trgresnerc.nird@gov.in

NOMINATION FORMAT

Title of the Training Programme:

Training Programme on Business Model and Business Plan Preparation for BDSPs

Last date of receiving nominations:

September 18, 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

Training Programme on

**Business Model and Business Plan
Preparation for BDSPs
(24-26 September, 2024)**

Venue: NIRD&PR, NERC, Guwahati

BROCHURE

Last date of receipt of nominations:

September 18, 2024



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

TRAINING PROGRAMME ON BUSINESS MODEL AND BUSINESS PLAN PREPARATION FOR BDSPs

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 emphasise 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 model and 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 initially on coming up with

business models with the help of the business model canvas (BMC) and then proceed towards drawing a business plan.

It is in the above light that the Training Programme on 'Business Model and Business Plan Preparation for BDSPs' is proposed for capacity building of the business development service providers (BDSPs) of the government and nongovernment organisations, institutions and departments who are into promoting rural farm and non-farm sector enterprises.

Objectives

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

Course Content

The course content would cover the following broad areas:

1. Opportunity identification in rural farm & non-farm sectors
2. Understanding the Business Model Canvas (BMC)
3. Drawing Business Models on the BMC
4. Understanding the process, approaches and strategies of drawing a business plan

Participants' Level

Business Development Service Providers/ functionaries from Department of Rural Development & Panchayati Raj and other Line Departments - SRLMs, Department of Handloom & Handicraft, Department of Agriculture, MOVCD, Department of Industries and Commerce and Development Professionals from the non-government sector/ organisations. Institutes/ universities 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

Three Days (24-26 September, 2024)

Board & Lodging

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

Course Directors

Dr. Ratna Bhuyan & Professor R Murugesan