

Entrepreneurship Development Programme

Sector: Management & Entrepreneurship and Professional

Course Code: MEP/2023/ENDP/258

Duration: 48 hrs.

Level: 4

Eligibility of Trainee:

- Students and trainees of the technical education and skill development system
- Self-help group (SHG) entrepreneurs with 2 years experience
- Nano entrepreneurs with 2 years experience
- Applicants of the bhabishyat and other credit schemes of the state and banks with 2 years experience
- Individuals currently engaged in business without formal training who seek guidance and support with 2 years experience.

FOCUS AREAS:

- Introduction to essential concepts in entrepreneurship and business development.
- Equipping participants with the knowledge and skills necessary to start or grow their businesses.

Course Structure

Module	Module Name	Occupation Standard	Occupation Code	Topics	Duration
A	Entrepreneurial Business Development and Challenges	Develop business plan covering practical entrepreneurship aspects and real challenges.	MEP/2501/OC1	• Business plan development	4 hrs
				• Practical aspect of Entrepreneurship	4 hrs
				• Case studies on real challenges	4 hrs
B	Product Innovation and Strategic Management	Identify, develop and manage Product	MEP/2501/OC2	• Product Identification Development and Management.	4 hrs
				• Management and Marketing strategic	4 hrs
C	Entrepreneurial Financial Management and Risk Mitigation Strategies	Demonstrate financial management with credit linkage strategies, risk mitigation techniques and government schemes	MEP/2501/OC3	• Credit Linkage and Government's Schemes and DPR Templates.	4 hrs
				• Risk Management	4 hrs
D	Legal Compliance, Business Policies	Explore legal compliance, business policies, and essential small business management skills	MEP/2501/OC4	• Statutory compliances and legal polices.	4 hrs
				• Business Management.	4 hrs
E	Computer Awareness	Develop Computer Skill with hardware and Application	MEP/2501/OC5	• Computer Awareness: Hardware	3 hrs
				• Computer Applications	5 hrs
F	E-Commerce	Perform online business with digital marketing, logistics, and legal considerations	MEP/2501/OC6	• E-Commerce	4 hrs
TOTAL					48 HRS

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MODULE A

A.1 BUSINESS PLAN DEVELOPMENT -- MEANING OF BUSINESS PLAN, CONTENT & FORMULATION, BUSINESS EXECUTIVE SUMMARY 4 hrs

CONTENT & FORMULATION:-

2 hrs

- General Information (Biodata of Promoter, Industry Profile, Constitution & Organization, Product Details)
- Project Description (Site, Physical Infrastructure, Utilities, Pollution Control, Communication System, Transport Facilities, Production Process, Machinery & Equipment, Capacity of the Plant, Technology Selected & Research & Development)
- Marketing Potential (Demand & Supply Position, Expected Price, Marketing Strategy, After-Sales-Service, Transportation)
- Capital Cost & Sources of Finance
- Assessment of Working Capital Requirements
- Other Financial Aspects (Profit & Loss Account, Balance Sheet, Cash Flow Statement)
- Economic & Social Variables
- Project Implementation

(15 minutes for each of the 8 no of sub-sections)

BUSINESS EXECUTIVE SUMMARY

2 hrs

Structure includes

❖ Name, Address, Logo	10 minutes
❖ Product Specification	15 minutes
❖ Choice of Field – justification, USP of Product	25 minutes
❖ Why the Team?	15 minutes
❖ SWOT Analysis of Product	20 minutes
❖ Financial Analysis and Source of Funds	20 minutes
❖ Team Specification	15 minutes

NOTE: - For a 4 hr session the components of Business Plan may be discussed in brief with a focus on Business Executive Summary

A.2 PRACTICAL ASPECTS OF ENTREPRENEURSHIP --

4 hrs

Assess your idea - think of Customer Validation -Building Prototype & Testing its Marketability, Know your Competitors	75 minutes
Register the business	45 minutes
Apply for Incubator Programme	20 minutes

Nail your brand	15 minutes
Evaluate risk - Do basic Cash Flow	30 minutes
Take modest calculated risk	45 minutes
Plan ahead & keep it lean	15 minutes
If you want money ask for advice	15 minutes
➤ Get financed	
➤ Think about co-founders	
➤ Get started	
➤ Once started never look back	

A.3 REAL CHALLENGES & CASE STUDIES ON REAL CHALLENGES **4 Hrs**

Real Challenges(especially for small entrepreneurs) : **2 hrs**

Problem of funds for necessary capital requirements	20 minutes
Developing Product Line through Innovation & Technological Upgradation	20 minutes
Time management	20 minutes
Lack of Managerial Skills	20 minutes
Cash Flow Management	20 minutes

Case Studies On Real Challenges : **2 hrs**

CASE 1: Proprietor : Ms Tumpa Das . Name of the Company : Printoid	30 minutes
CASE 2 : Proprietor : Ms Setu Mondal (N. 24 Pgs) Masala, Pickle Mfg Unit (Credit Linked under MSME)	30 minutes
CASE 3 : Proprietor : Ms Barnali Biswas (Nadia) Beauty Parlour	30 minutes
CASE 4 : Mrs Laboni Mondal (South 24 Pgs) Flower Bouquet	30 minutes

Module B

B.1: Product Identification, Development and Management

Duration 4 hrs

Session Outcome:

Participants will be able to

Identify viable product ideas

Conduct comprehensive market research, including data collection and applying that data in product development

- Apply techniques for idea generation and validation
- Develop products (from ideation to launch of the product)
- Apply ideas of product management
 - **Product Identification – (1 hour 15 minutes)**
 - *Introduction to the concept of Product Identification (10 minutes)
 - *Importance of Product Identification (10 minutes)
 - *Generation of Business Ideas (25 minutes)
 - Concept of Business ideas
 - Sources of Business ideas
 - Techniques of generating business ideas
 - Evaluating the feasibility and viability of business ideas/ the concept of feasibility analysis
 - SWOT analysis for idea screening
 - * Market Needs (15 minutes)
 - Identifying the target audience
 - Conducting market research
 - Analyzing competitors
 - Identifying gaps and opportunities in the market
 - ***Validation of Business Idea** (15 minutes)
 - Market validation techniques
 - Minimum Viable Product (MVP) concept
 - Feedback collection and iteration
 - **Product Development – (1 Hour 30 minutes)**
 - *Concept of product development (10 minutes)
 - *Types of product (20 minutes)
 - New to the company
 - Improvement of existing product
 - Extension of product line,
 - New to the market.
 - *Stages of Product Development (30 minutes)
 - Ideation
 - Validation
 - Prototyping
 - Marketing
 - Development

-Launch

-Improvement

*Role of Prototyping (15 minutes)

*Importance of Branding (15 minutes)

• **Product Management (30 minutes)**

*Concept of Product Management (10 Minutes)

*5P's of Product Management (10 minutes)

-Perspective

-Prioritization

-Persistence

-Presentation

-Passion

*Product life cycle stages (10 minutes)

-Introduction

-Growth

-Maturity

-Decline

• **Practical Content: (45 minutes)**

Participants may

*Identify a current business idea, describe it, and perform its SWOT analysis

*Conduct a feasibility analysis

*Choose a product and conduct a competitive analysis, including identifying competitors, their strengths, weaknesses, and market positioning

*Outline the stages of product development process for a specific product

*Propose a testing plan for a product prototype-

B.2: Management and Marketing Strategies

Total Time – 4 Hours

Session Outcome:

Participants will be able to

- Segment the market using various bases of segmentation
- Compare and contrast various pricing strategies to determine their application in different market scenario.
- Select the right distribution channels for their products based on business objectives and target audience
- Effectively use different promotion mix elements to reach their target audience.
- Explore branding, digital marketing and customer acquisition.

Introduction to Management and Marketing Strategies (15 minutes)

-Significance of Marketing Strategies

-Link between Product Management and Marketing

Importance of Effective Communication in Marketing (15 minutes)

- Types of communication
- 7Cs of communication (clear, correct, complete, concrete, concise, coherent, courteous)
- Barriers to effective communication

Creating a Value Proposition (15 minutes)

- Concept of a unique value proposition
- Product Differentiation
- Benefits, features and emotional appeal

STP Analysis (Segmenting, Targeting and Positioning) (20 minutes)

- Importance of segmentation
- Segmenting the market (bases of segmentation)
- Targeting the market (targeting strategies)
- Positioning the product (bases of positioning)

Pricing Strategies (25 minutes)

- Pricing strategies (cost-based, demand based, competition based)
- Psychological pricing
- Pricing for market penetration, skimming and other market entry strategies
- Discounts and allowances

Building a Brand Identity (15 Minutes)

- The elements of a strong brand
- Creating a memorable brand identity
- Consistency in branding across channels

Distribution Channel Management (20 minutes)

- Identifying distribution channels
- Direct vs. Indirect channels
- Selecting right distribution channels for the product

-Channel management and partnership

Digital Marketing for Startups (15 minutes)

-The role of digital marketing in the modern business landscape

-Key digital marketing channels: social media, email marketing, content marketing and SEO

-Creating a digital marketing plan

Promotion and Marketing Communication (20 minutes)

-Marketing communication mix (advertising, personal selling, sales promotion, publicity, public relation, and direct marketing)

-Sales techniques and strategies

-Building and maintaining long term customer relationships

Customer Acquisition and Retention (15 minutes)

-Strategies for acquiring new customers

-Customer relationship management

-Customer retention and loyalty programs

Marketing on a Budget (20 minutes)

-Cost-effective marketing strategies for startups

-Leveraging free or low-cost marketing tools and resources

-The power of word-of-mouth marketing

Practical Content: (45 minutes)

Participants may

- * Create a STP strategy for a hypothetical startup
- * Suggest a repositioning strategy for a product that is facing market challenges
- * Discuss the pricing strategy of a chosen product
- * Recommend a distribution strategy for a product to be launched locally
- * Develop a promotion plan for a product of their choice

Suggested Materials and Resources (to be chosen by the Trainer):

- Presentation slides
- Case studies and success stories
- Handouts and worksheets
- Whiteboard or flip charts
- Internet access for live demonstrations

Suggested Training Methodology (to be chosen to ensure active participation of the trainees)

*Interaction

- *Group work
- *Role Play
- *Game

Module C

C.1 Credit Linkage

Duration: (3 hours)

- | | | |
|-----|---|--------------|
| 1. | What is credit linkage? | (20 minutes) |
| 2. | What is the meaning of bankable? | (20 minutes) |
| 3. | Concept of feasibility and viability | (20 minutes) |
| 4. | How to make a project bankable? | (20 minutes) |
| 5. | Necessary input to make a project | (20 minutes) |
| 5.1 | Educational qualification | |
| 5.2 | Existing liability if any | |
| 5.3 | Family size (sustenance required per month) | |
| 5.4 | Type of activity to be undertaken | |
| 5.5 | Place available for the project | |
| 5.6 | Work force required | |
| 5.7 | How activity is financed so far (for existing unit) | |
| 5.8 | Own fund involved (for existing) / fund available for new project | |
| 6. | Interview cum appraisal | (20 minutes) |
| 7. | Definition of working capital | (20 minutes) |
| 7.1 | Operating Cycle or Working Capital Cycle | |
| 7.2 | Current Assets | |
| 7.3 | Current Liabilities | |
| 7.4 | Working Capital Gap (WCG) | |
| 7.5 | Net Working Capital (NWC) | |
| 7.6 | Current Ratio | |
| 8 | Methodology for Assessment of Working Capital Requirement | (20 minutes) |
| 8.1 | Simplified Assessment | |
| 8.2 | Turnover Method | |
| 8.3 | Eligible Working Capital Limit Method (EWCL) | |
| 8.4 | Cash Budget Method | |

- 9 Basic Financial Parameters **(20 minutes)**
- 9.1 Liquidity
- 9.2 Indebtedness
- 9.3 Security
- 9.4 Profitability

C.2 Risk Management

Duration: (2 hours)

This session will introduce one to different types of business and financial risk. One will learn how these risks are measured and also gain an understanding of the goals and benefits of risk management. The skills that one will gain by the end of this course will enable one to manage risk in one's organization.

- 1. Risk Management
 - 1.1 Concept of risk
 - 1.2 Concept of risk management **(10 minutes)**
- 2. Understanding risk management
 - 2.1 Methodically identifying the risks surrounding ones business activities.
 - 2.2 Assessing the likelihood of an event occurring
 - 2.3 Understanding how to respond to these events
 - 2.4 Putting systems in place to deal with the consequences
 - 2.5 Monitoring the effectiveness of one's risk management approaches and controls. **(10 minutes)**
- 3. Objectives of risk management **(10 minutes)**
- 4. How to develop a risk management plan **(35 minutes)**
- 5. Different types of risk: **(35 minutes)**
 - 5.1 Liquidity risk
 - 5.2 Market risk
 - 5.3 Operational risk
 - 5.4 Business risk
 - 5.5 Credit risk
 - 5.6 Legal risk
 - 5.7 Cyber security risk
 - 5.8 Inflation risk
- 6. Importance of risk management: **(20 minutes)**
 - 6.1 Improves decision-making, planning and prioritisation
 - 6.2 Helps to allocate capital and resources more efficiently

6.3 Allows to anticipate what may go wrong and take steps accordingly

6.4 Significantly improves the probability that one will deliver the business plan on time and on budget

C.3 DPR Templates

Duration: (2.5 hours)

1	Meaning and Contents of DPR.	10 minutes
2	Format of DPR	15 minutes
3	DPR- Purpose	10 minutes
4	Uses of DPR	10 minutes
5	7 Steps for Preparation of Effective Project Report Format of DPR Templates.	15 minutes
6	Format of DPR Templates	10 minutes
7	Preparation of Project Report Templates-Preparation of Own Project Report.	10 minutes
8	Role of Credit Linkage and Some Examples.	10 minutes
9	Credit Risk and its present scenario- sharing the risk of nano-entrepreneurs faced in their real life.	10 minutes
10	Benefits of Linkages	10 minutes
11	Importance Of Credit Linkage In Entrepreneurship Development	10 minutes
12	Challenges in Developing Credit Linkage for Economic Activities (Real Life Experiences of Startups).	30 minutes

C.4 Government Schemes

Duration: 30 minutes

Different Sources of Fund for Start-up

Topic	Sub-topic
1. State Govt. Schemes	<ul style="list-style-type: none">➤ Smami Vivekanda Swanibhar Karmasanthan Prakalpa (SVSKP)➤ West Bengal Swanirbhar Sahayak Prakalpa (WBSSP)➤ Bhavisyat Credit Card➤ WBMDFC Schemes
2. Central Govt. Schemes	<ul style="list-style-type: none">➤ Prime Minister's Employment Generation Program (PMEGP)➤ Start-up Bengal (Start-up India)➤ Swarojgar Credit Card➤ Swarna Jayanti Shahari Rozgar Yojana (SJSRY)➤ Swarna Jayanti Gram Swarojgar Yojana➤ National Handcapped Finance and Development Corporation➤ Pradhan Mantri Mudra Yojana
3. Other Schemes (Schemes for specific categories)	<ul style="list-style-type: none">➤ NSFDC Term Loan➤ NSFDC Laghu Vyasay Yojana

- NSFDC Mahila Samridhi Yojana
- NSFDC Micro Credit Finance

Module D

D.1 Statutory Compliances And Legal Policies

NOC from Local body	(10 Minutes)
Registration of business in DIC	(10 Minutes)
Statutory license or clearance	(10 Minutes)
Tax compliances	(60 Minutes)
Intellectual Property Rights (IPR):	(60 Minutes)
Trade Mark	
Copyright	
Geographical Indication	
Design	
Patent	
Trade secret	
Legal Policies:	(90 Minutes)
Partnership act, 1932	
LLP act, 2008	
Companies act, 2013	
Contract act, 1872	
Employee welfare legislation - provident fund & gratuity	
Kolkata municipal corporation act, 1980	
Transfer of property act, 1908	
Information technology act, 2000	

D.2 Business Management

UNIT-1 INTRODUCTION: **(30 Minutes)**

- Small business meaning.
- What is small business management?
- Why is small business management important?
- Functions of business management.

UNIT-2 ESSENTIAL SKILLS FOR RUNNING SMALL BUSINESS: **(45 Minutes)**

- Transparency and clear Communication.
- Attention to detail
- Time Management skill.
- Problem solving skill.
- Decision making skill.

UNIT-3 PEOPLE IN ORGANIZATION: **(45 Minutes)**

- Management and Leadership.

- Motivation in management.
- Human Resource Management.

UNIT-4 MARKETING MANAGEMENT:

(60 Minutes)

- What is marketing?
- Marketing Research
- Marketing Mix - Product and Price
- Marketing Mix - Promotion and Place

UNIT-5 FINANCIAL MANAGEMENT:

(60 Minutes)

- Importance of financial management.
- Two basic concepts of financial management – obtaining funds and utilization of funds.
- Basic concept on financial statement – Balance Sheet, Cash Flow, Profit & Loss account.

Module E

E.1 Computer Awareness: Hardware

Duration 3 hrs

Overview of computer components and their roles: CPU, RAM, hard drives, motherboards, etc. Understanding input and output devices: keyboards, mice, monitors, printers, etc. Exploring storage technologies: hard disk drives (HDD), solid-state drives (SSD), etc.

Starting and Shutting down Windows (MS Windows 2007 or higher)

Understanding device drivers and their role in hardware communication.

Installation and configuration of output devices like monitors, printers, scanner.

E.2 Computer Applications

E.2.1 MS Word

Duration 2 hrs

Introduction to Microsoft Word

- Overview of Microsoft Word's Purpose and Features
- Navigating the User Interface: Ribbons, Tabs, and Menus
- Creating and Saving a New Document, Printing a document
- Using Keyboard Shortcuts for Efficiency

Basic Text Formatting

- Text Selection Techniques: Click, Drag, and Shift
- Font Formatting: Typeface, Size, Bold, Italics, Underline
- Paragraph Formatting: Alignment, Line Spacing, Indentation
- Applying Bullets and Numbering

Document Formatting and Styles

- Page Setup: Margins, Page Orientation, Page Size
- Adding Headers and Footers
- Introduction to Styles: Applying and Modifying

- Creating a Table of Contents using Styles

Tables and Columns

- Creating and Formatting Tables
- Adding and Deleting Rows and Columns
- Merging and Splitting Cells

Page Layout and Section Breaks

- Inserting Page Breaks and Section Breaks
- Customizing Headers and Footers for Different Sections

E.2.2 MS Excel

Duration 2 hrs

Introduction to Microsoft Excel

- Overview of Excel's Role in Data Management
- Understanding Workbooks, Worksheets, and Cells
- Navigating the Excel Interface: Ribbons, Tabs, and Menus
- Creating and Saving a New Workbook, Printing a worksheet/selection of it.

Data Entry and Basic Formatting

- Inputting Data: Text, Numbers, Dates
- Introduction to Basic Formatting: Font, Alignment
- Applying Cell Borders and Background Colors
- Using AutoFill and Flash Fill Techniques

Basic Formulas and Functions

- Understanding Formulas and Functions
- Basic Arithmetic Operators (+, -, *, /)
- Introduction to SUM, AVERAGE, COUNT Functions
- Using AutoSum for Quick Totals

Sorting and Filtering Data

- Sorting Data in Ascending and Descending Order
- Applying Custom Sort Orders

E.2.3 Email

Duration 1 hr

1. Opening an Email id. Send and receive email. Use of Inbox, spam, Trash.
2. Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc. safely and securely.

Module F

F.1 E-Commerce

Duration – 4 hrs

1. **Introduction to E-Commerce (20 Min)**
 - a. Understanding the concept of e-commerce
 - b. Historical background and evolution of online businesses
 - c. Types of e-commerce models (B2B/B2C)
2. **E-Commerce Infrastructure (40 Min)**
 - a. Setting up an online store
 - b. Payment gateways and security
 - c. E-commerce platforms and tools
3. **Digital Marketing for E-Commerce (60 Min)**
 - a. Search Engine Optimization (SEO) for e-commerce
 - b. Social media marketing and advertising
 - c. Content marketing strategies
4. **E-Commerce Strategies (20 Min)**
 - a. Customer relationship management (CRM)
 - b. Creating compelling product listings
 - c. Understanding consumer behaviour online
5. **Logistics and Fulfilment (15 Min)**
 - a. Order processing and fulfilment
 - b. Inventory management
 - c. Shipping and delivery options
6. **Legal and Ethical Aspects of E-Commerce (30 Min)**
 - a. E-commerce regulations and compliance
 - b. Privacy and security considerations
 - c. Ethical issues in e-commerce
7. **Case Studies and Best Practices (30 Min)**
 - a. Analysing successful e-commerce businesses
 - b. Learning from real-world case studies
 - c. Best practices for sustainable e-commerce

Marks Distribution

Outcome	Outcome Code	Total Th marks	Total Pr marks
Entrepreneurial Business Development and Challenges	MEP/2501/OC1	50	160
Product Innovation and Strategic Management	MEP/2501/OC2	30	130
Entrepreneurial Financial Management and Risk Mitigation Strategies	MEP/2501/OC3	30	130
Legal Compliance, Business Policies	MEP/2501/OC4	30	130
Computer Awareness	MEP/2501/OC5	30	130
E-Commerce	MEP/2501/OC6	30	120
Total Marks		200	800

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