

Trainer's Training Programme on Employability, Entrepreneurship and Life Skills for Instructors/ Trainers of JSS

Programme Duration – 09.01.2023 to 13.01.2023

Location – Calicut, Kerala

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Organized By:

The National Institute for Entrepreneurship and Small Business Development
(NIESBUD)

Sponsored By:

Ministry of Skill Development and Entrepreneurship (MSDE), Government of India

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1. INTRODUCTION

There has been a great deal of emphasis on developing entrepreneurship in the country to promote first generation entrepreneurs. Realizing the effective role of entrepreneurship in the process of industrialization in the developed countries, India and others developing nations viewed this as an effective measure to develop entrepreneurship to promote national production, balanced regional development, and dispersal of economic power and provide better employment opportunities.

It was stressed by researchers that the economic backwardness of a region might be attributed largely to inadequacy of the supply of entrepreneurship in the region. If this deficiency can be removed by developing entrepreneurship, the problem of unemployment will be solved and the region will be able to compete with the rest of the country. Moreover, it is a fact that the youth (18-35 age) contribute Forty percent (40%) of the total population of India. Therefore, it is important to encourage youth to take up entrepreneurship as a career for the growth and development of the country. Over the past few years, the government through various ministries has launched various skill development training programmes in the Country and tried to develop and enhance the skills of youth, so that they may be easily getting the employment in the market. The 2009 Skill and Entrepreneurship Development Policy clearly specified that skills-related training should become outcome-focused and linked to jobs and employability.

The vision of the national policy is over all human resource development and outcome in the form of enhancing their skills and ability according to the demand of industries. This will enhance the employment opportunities for the youth of the country. But again the question arises as the employability scenario; to how much skill youths can be observed by the Industries or by market. The Ministry of Skill Development and Entrepreneurship (MSDE) is acting as a catalyst in developing and enhancing the Skill of the youths according to the need of the industries.

Under this mission, the Ministry of Skill Development and Entrepreneurship has taken the initiative of promoting and spreading the Entrepreneurship Culture by including Entrepreneurship in the Skill training Programmes. NIESBUD has been conducting the Trainers Training Programmes on Employability, Entrepreneurship and Life skills for the trainers of NSDC/ SSDM/ Polytechnics/ ITIs on a regular basis and has received an overwhelming response from the participants.

The Scheme of Jan Shikshan Sansthan (JSS) scheme under Ministry of Skill Development & Entrepreneurship is implemented through NGOs with 100% grants from the Government of India. The mandate of the scheme is to provide vocational skills in non-formal mode to non-literate, neo-literates, persons with rudimentary level of education upto 8th and school drop-outs upto 12th standard in the age group of 15-45 years. The priority groups are women, SC, ST, minorities and other backward sections of the society. JSSs are reaching to the unreached areas to cater the needs of the poorest of the poor.

The Ministry of Skill Development and Entrepreneurship has taken the initiative for creating entrepreneurial climate in the Jan Shikshan Sansthan's through organising Trainers Training Programme for the JSS Trainers, and Entrepreneurship Development Programme for JSS Trainees followed by mentoring and handholding to trainees who have strong desire to pursue entrepreneurial opportunities. The efforts in this direction will yield a positive result in promoting entrepreneurship in future within the skill ecosystem.

The ToT developed by NIESBUD for the JSS trainers is an attempt to orient trainers on Entrepreneurship. The purpose of the ToT is to build the capacity of the trainers, so that they will be able to encourage, guide, and motivate the Trainees from the very initial stages of the program towards entrepreneurship & self-employment.

The outcome of this training will be that the JSS Trainers will enhance their skill on entrepreneurship and will be able to give proper Counseling and guidance to the students who want to set up their enterprises.

2. OBJECTIVES

The objectives of this training programme were:

- To impart Knowledge on Entrepreneurship;
- To impart Knowledge on Entrepreneurship;
- To upgrade the knowledge and skills of the participants on Entrepreneurial Motivation;
- To acquaint the participants about entrepreneurial opportunities;
- To make aware the participants about the entrepreneurial support ecosystem;
- To impart knowledge about basic management skills;
- To impart knowledge to participants on selecting the suitable entity for their enterprise;
- To impart knowledge and skills to participants on essential elements required for preparation of project report.

3. COURSE CONTENTS



4. PROGRAMME METHODOLOGY

The programme methodology comprised of lecture, discussions, exercises, case studies and assignments. The training methodology employed a Facilitated Learning Approach. It was a mix of facilitator led courses which had in-house and practical activities along with self-learning sessions.

In summation, each session included the following:

- Lecture
- In-session Activities
- Power Point Presentations
- Simulations and Exercise
- Assessment

5. TARGET GROUP AND BATCH SIZE

The target group for the training programme comprised of Trainers of Jan Shikshan Sansthan from Kerala. A total number of 69 trainers participated in the programme.

6. DURATION

The training programme was held from 09th January 2023 – 13th January, 2023. It commenced at 10 A.M. every day and ended at 5 P.M.

7. PROGRAMME SCHEDULE

Entrepreneurship Development Programme under JSS, Schedule for 5 Days	
Day 1 (09/01/2023)	
Session 1 Micro Lab	The training programme started with the scientifically designed micro lab to break the mental block and build self confidence amongst the participants. The session objective was to upgrade the knowledge and skills of the participants on how to conduct micro lab.
Session 2 Characteristics of an Entrepreneur	The session objective was to upgrade the knowledge and skills of the participants on characteristics of an entrepreneur. The session was aimed to help the participants to understand the different characteristics through various case studies and examples of successful entrepreneurs.
Session 3 & 4 Entrepreneurial Motivation –Self Analysis, Creativity, Pscho-Social behavior analysis for confidence building; Understanding Risk Taking and Goal Setting Behavior for Enterprise Development	The session objective was to upgrade the knowledge and skills of the participants on entrepreneurial motivation. Entrepreneurship motivation is a practical laboratory consisting of scientifically design behavioral exercises where participant get an opportunity to analyze self through learning from feedback approach, and also get the opportunity to manage oneself. The behavioral exercises on

		entrepreneurial motivation in Individual and group motivates the participants to take up entrepreneurship as a career.
Day 2 (10/01/2023)		
Session 1 Business Opportunity Identification		This was the last session for second day of the training programme. The session objective was to empower the trainees with the knowledge and skill which will help them to train and orient their students towards conceiving business idea. This session helps the participant to upgrade their knowledge and skills on how to identify a viable business IDEA and transform it into an OPPORTUNITY.
Session 2 Interaction with entrepreneur / eco system enabler		Mr. Sivapradeep is a successful entrepreneur and senior mentor with Kudumbashree. He was invited to interact with the participants and mentor them on how Kudumbashree can power their business ideas. He shared his experience of entrepreneurial journey with the trainees along with the challenges faced by them and how they overcame the challenges and started his enterprise successfully.
Session 3 An overview of Market Survey		The session objective was to upgrade the knowledge and skills of the participants on market survey. The session aimed to help the participants to understand the different methods of market survey for starting an enterprise.
Session 4 & 5 Life Skills and Employability Skills		The session objective was to upgrade the knowledge and skills of the participants on life skills and employability. The session aimed to help the participants to understand the life skills and employability through various behavioral exercises.
Day 3 (11/01/2023)		
Session 1 Types of Enterprises		The session objective was to upgrade the knowledge and skills of the participants on types of enterprises .The session aimed to help participants understand different types of legal entity which may be formed for running and starting an enterprise.
Session 2 Entrepreneurship Ecosystem	Support	The session objective was to upgrade the knowledge and skills of the participants on entrepreneurship support eco system. The session aimed to help the participants to understand the role of entrepreneurship support and enabling eco system for promoting entrepreneurship in the country.
Session 3		The session objective was to provide participants with a back ground into digital marketing ,and discuss how to use digital marketing for engaging

Digital marketing & Usage of social media for business promotion	audiences and its risks. It also distinguished between traditional marketing and digital marketing, digital marketing platforms, segmentation strategies and the digital marketing plan. The session aimed to make participants familiar with social media platforms, basic fundamentals for setting their personal and business accounts, understand basic social media etiquette, create a social media strategy, publish social media updates and engage with a community, apply social media best practices to enhance their personal brand and understand social Media advertising.
Session 4 Entrepreneurial Accounting	The session provided a broad base coverage of issues related to accounting, such as: basic accounting concepts & their applications to businesses, capital raising ,short-term & long-term financial planning, Accounting principles & concepts, relevant to (future) business owners and entrepreneurs.
Session 5 Entrepreneurial Taxation	The session aimed to familiarize participants with the tax system as applicable to the entrepreneurs in particular. It provided trainees with a working knowledge of the fundamental tax principles and rules.
Day 4 Day 1 (12/01/2023)	
Session 1 & 2 Procedures and Formalities of Bank Finance; Preparation of Business Plan	The session objective was to upgrade the knowledge and skills of the participants on procedure and formalities for bank finance as well as preparation of Business Plan. The session aimed to help participants in gaining knowledge on step by step procedure and formalities which are required for seeking loan from the banks or financial organization. The session also aimed to help participants to understand different components of business plan and the methodology for its preparation.
Session 3 & 4 : Industrial Visit	The participants visited the SIDCO Industrial estate of Calicut to understand how various MSME's work. They visited footwear, bakery, knitting and steel factories.
Day 5 Day 1 (13/01/2023)	
Session 1 Enterprise Management	The session objective was to upgrade the knowledge and skills of the participants on enterprise management. The session aimed to help the participants to understand the different steps of enterprise management which helps to manage vital day-to-day processes such as inventory management,

	accounting, human resources and customer relationship management.
Session 2 Regulatory Compliances for Small Businesses	The participants were made aware about the different regulatory and legal compliances needed for starting enterprises in different sectors. The participants were also made familiar with the process of obtaining different registrations and Compliances through online portals.
Online Feedback	The participants were provided with online link for registering their feedback about the overall conduct of the training programme.
Online Assessment	After feedback, the participants undertook online assessment. The assessment was of 30 minute duration in which the participants were administered with Multiple choice questions based on the course syllabus. The participants submitted their assessment for online evaluation of their responses.

OTHER INPUTS - PROGRAMME INAUGURATION

The Training Programme was inaugurated on 09th January, 2023 by Shri Ramasubramanian Chidambaram Joint Director NSTI, Calicut, Ministry of Skill Development and Entrepreneurship, Government of India. Also present during the program were the head of the culture and life skills center at Calicut, Mr. John Mannarathara. NIESBUD was represented by Manish Munday program coordinator and Solomon Porres consultant.

PROGRAMME INPUTS

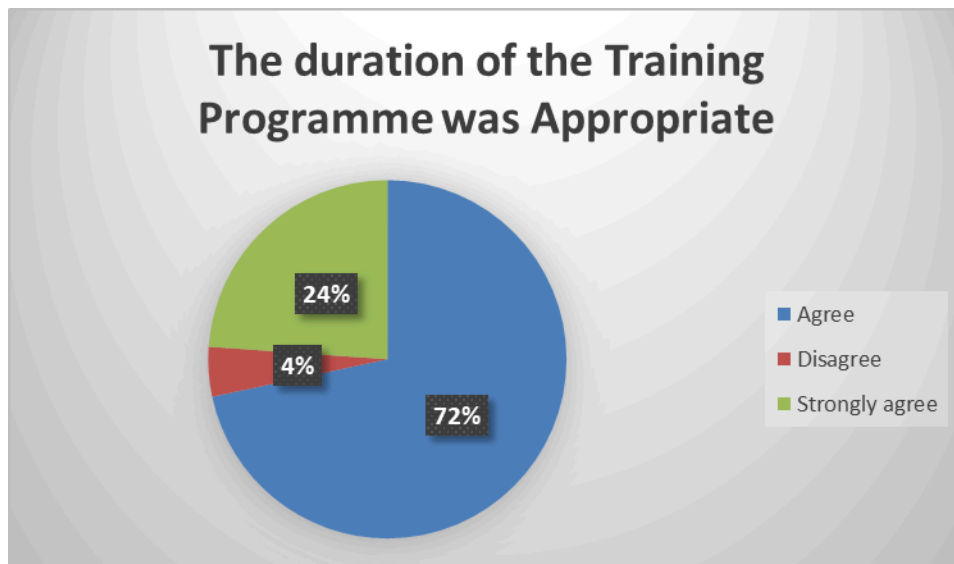
A well designed programme schedule was devised before beginning of the programme keeping in mind the objectives of the programme. The main focus of the training was to equip the participants about entrepreneurship, entrepreneurial motivation and the entire systematic process and approach for setting the enterprise. The programme included different session like opportunity identification and final selection of Micro enterprises-Methodology, Support eco-system, Market Survey, Formulation and Appraisal of projects, Case study of Business Plan, motivational videos of successful Entrepreneur, Procedure and formalities for Bank Finance, Marketing and Management.

8. FEEDBACK OF PARTICIPANTS

In Graphical Representation:

1. The duration of the Training Programme was Appropriate

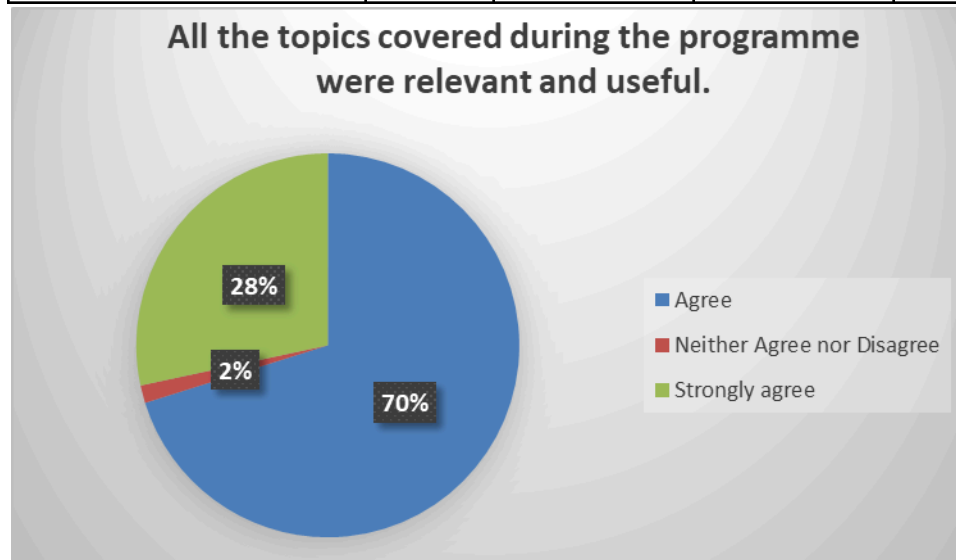
	Agree	Disagree	Strongly Agree	Strongly Disagree	Neither Agree nor Disagree
The duration of the Training Programme was Appropriate	54	2	23	0	0



2. All the topics covered during the programme were relevant and useful

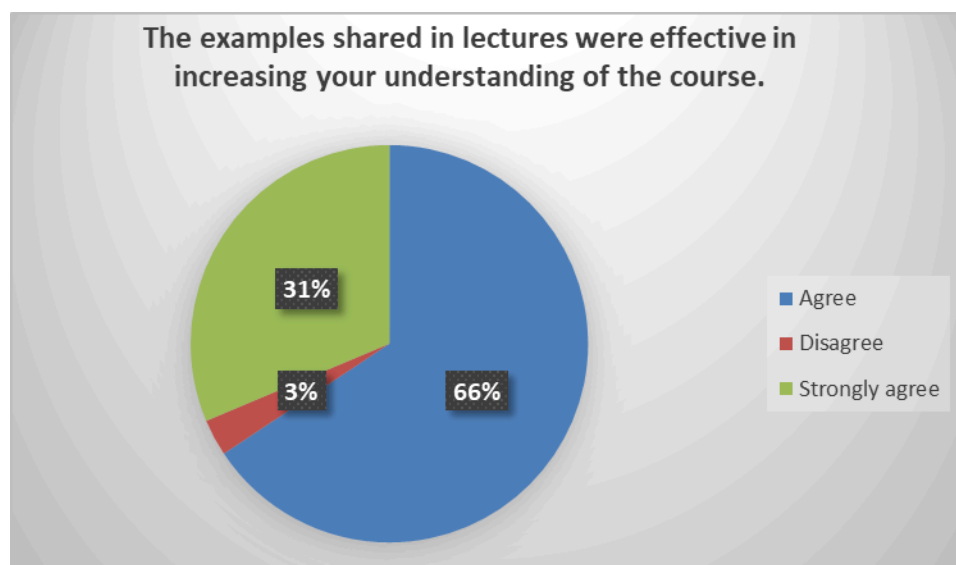
	Agree	Strongly Agree	Strongly Disagree	Neither Agree nor Disagree

All the topics covered during the programme were relevant and useful		52	16	0	1
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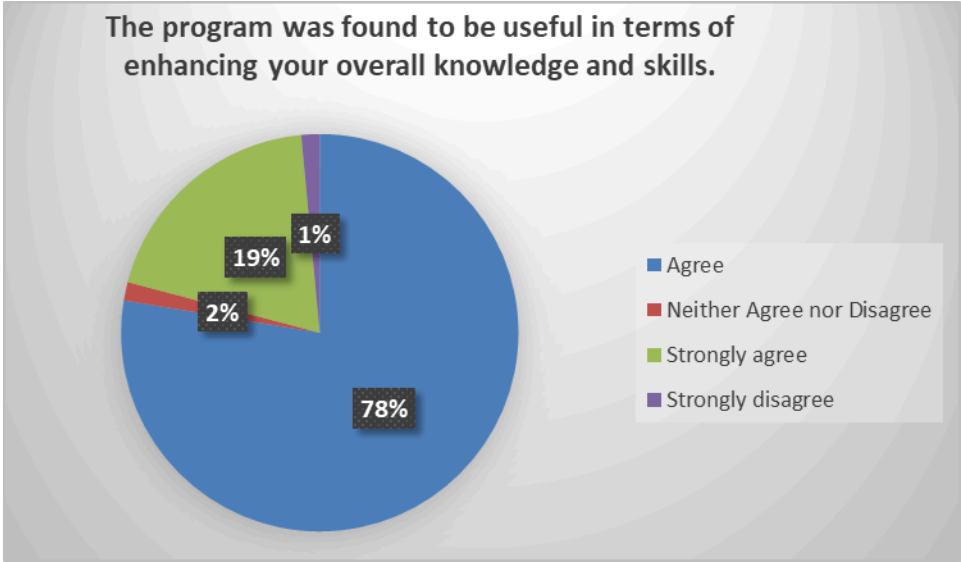
3. The examples shared in lectures were effective in increasing your understanding of the course

		Agree	Strongly Agree	Strongly Disagree	Neither Agree nor Disagree
The examples shared in lectures were effective in increasing your understanding of the course		49	17	2	



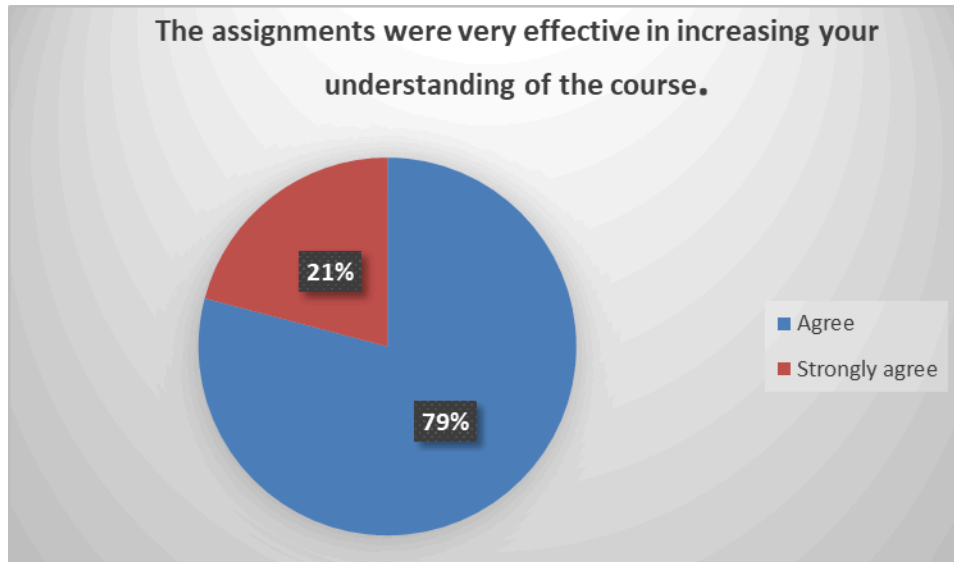
4. The program was found to be useful in terms of enhancing your overall knowledge and skills.

		Agree	Strongly Agree	Strongly Disagree	Neither Agree nor Disagree
The program was found to be useful in terms of enhancing your overall knowledge and skills.		49	17	2	



5. The assignments were effective increasing our knowledge of the course

		Agree	Strongly Agree	Strongly Disagree	Neither Agree nor Disagree
The assignments were effective increasing our knowledge of the course		61	8		



PROGRAMME EVALUATION

On the concluding day, the participants evaluated the training programme. In their individual feedback, all the participants stated that the programme was highly beneficial. They also stated that this training has equipped them with knowledge of entrepreneurship and now they can guide their trainees about the entrepreneurial career opportunities. This training will help them in showing the right direction to the youth. They also expressed that they have learned about various support organizations and their schemes for promoting entrepreneurship. The participants were of the opinion that this type of programme should be organized; it has enlightened them about the entrepreneurship and now they will enlighten the youth about entrepreneurship.

FEEDBACK OF THE PARTICIPANTS

On the concluding day, the participants evaluated the training programme. Online feedback was collected from the participants regarding the programme. The feedback collected from the trainees was analyzed to assess the quality of the training programme. In the analysis, an attempt was made to look into the diverse aspects of the training programme like Programme duration, Topic covered, Faculty Assessment and overall Opinion. The detail analysis of various factors is presented in the graphs below.

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10 ASSESSMENTS OF THE PARTICIPANTS

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ABU SUFIYAN S	NS23-123711	abusufiyandarulhamde@gmail.co m	50 / 60
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ASHA RAVI	Ns23_ 124167	asharavi1909@gmail.com	40 / 60

11 ATTENDANCE OF THE PROGRAMME

**Participants Attendance Sheet for Training Programme on Employability,
Entrepreneurship and Life Skills, JSS**

URL-5679 from 9 Jan 2023 to 13 Jan 2023 @ Calicut, Kerala

S. No	Name of participants	Mobile No.	09.01.2023	10.01.2023	11.01.2023	12.01.2023	13.01.2023
1	Aromal ms	9995146412	<i>Aromal</i>	<i>Aromal</i>	<i>Aromal</i>	<i>Aromal</i>	<i>Aromal</i>
2	ANAS.K	9656308935	<i>Anas</i>	<i>Anas</i>	<i>Anas</i>	<i>Anas</i>	<i>Anas</i>
3	Rajitha karthi	9497611450	<i>Rajitha</i>	<i>Rajitha</i>	<i>Rajitha</i>	<i>Rajitha</i>	<i>Rajitha</i>
4	Sabida Noushad	9605481088	<i>Sabida</i>	<i>Sabida</i>	<i>Sabida</i>	<i>Sabida</i>	<i>Sabida</i>
5	Baiju A T	9544354941	<i>Baiju</i>	<i>Baiju</i>	<i>Baiju</i>	<i>Baiju</i>	<i>Baiju</i>
6	ABISHAI P S	7293519518	<i>Abishai</i>	<i>Abishai</i>	<i>Abishai</i>	<i>Abishai</i>	<i>Abishai</i>
7	JUSTEEZHIA AARIDHA DOLLIN	9895316455	<i>Justeezhia</i>	<i>Justeezhia</i>	<i>Justeezhia</i>	<i>Justeezhia</i>	<i>Justeezhia</i>
8	ANTONY K D	9495464062	<i>Antony</i>	<i>Antony</i>	<i>Antony</i>	<i>Antony</i>	<i>Antony</i>
9	Pk Sivasdas	9747035650	<i>Pk Sivasdas</i>	<i>Pk Sivasdas</i>	<i>Pk Sivasdas</i>	<i>Pk Sivasdas</i>	<i>Pk Sivasdas</i>
10	Manju PJ	8301030795	<i>Manju</i>	<i>Manju</i>	<i>Manju</i>	<i>Manju</i>	<i>Manju</i>
11	Rajeev M.R	8921455935	<i>Rajeev</i>	<i>Rajeev</i>	<i>Rajeev</i>	<i>Rajeev</i>	<i>Rajeev</i>
12	Saly Mathew	6238681511	<i>Saly Mathew</i>	<i>Saly Mathew</i>	<i>Saly Mathew</i>	<i>Saly Mathew</i>	<i>Saly Mathew</i>
13	Sumilabai. K. S	8281453180	<i>Sumilabai</i>	<i>Sumilabai</i>	<i>Sumilabai</i>	<i>Sumilabai</i>	<i>Sumilabai</i>
14	SANTHYA R PANICKER	9446374508	<i>Santhya</i>	<i>Santhya</i>	<i>Santhya</i>	<i>Santhya</i>	<i>Santhya</i>
15	JASEELA.N	8301917479	<i>Jaseela</i>	<i>Jaseela</i>	<i>Jaseela</i>	<i>Jaseela</i>	<i>Jaseela</i>
16	Madhu. S	9995050190	<i>Madhu</i>	<i>Madhu</i>	<i>Madhu</i>	<i>Madhu</i>	<i>Madhu</i>
17	Athira S	9946093297	<i>Athira</i>	<i>Athira</i>	<i>Athira</i>	<i>Athira</i>	<i>Athira</i>
18	Jithu g	7559069957	<i>Jithu</i>	<i>Jithu</i>	<i>Jithu</i>	<i>Jithu</i>	<i>Jithu</i>
19	Sajitha P T	9995270488	<i>Sajitha</i>	<i>Sajitha</i>	<i>Sajitha</i>	<i>Sajitha</i>	<i>Sajitha</i>
20	BABY SHAKEELA. C	7902288094	<i>Baby Shakeela</i>	<i>Baby Shakeela</i>	<i>Baby Shakeela</i>	<i>Baby Shakeela</i>	<i>Baby Shakeela</i>
21	Rajalakshmi pv	9497032772	<i>Rajalakshmi</i>	<i>Rajalakshmi</i>	<i>Rajalakshmi</i>	<i>Rajalakshmi</i>	<i>Rajalakshmi</i>
22	Sobhasudhakaran	9746897474	<i>Sobhasudhakaran</i>	<i>Sobhasudhakaran</i>	<i>Sobhasudhakaran</i>	<i>Sobhasudhakaran</i>	<i>Sobhasudhakaran</i>

URL-5679 from 9 Jan 2023 to 13 Jan 2023 @ Calicut, Kerala

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**Participants Attendance Sheet for Training Programme on Employability,
Entrepreneurship and Life Skills, JSS**

URL-5680 from 9 Jan 2023 to 13 Jan 2023 @ Calicut, Kerala

S. No	Name of participants	Mobile No.	09.01.2023	10.01.2023	11.01.2023	12.01.2023	13.01.2023
1	Abu Sufiyan s	9846240794					
2	Krishna Prasad	9633963625					
3	Haridas S	9846333797					
4	Viji A K	9605578987					
5	Jasmine Stephen	9562028134					
6	G. R. RADHAKRISHNAN	9400044628					
7	Mini John	9446201802					
8	Beena Joy	9961042211					
9	Rani. A	9446366238					
10	Sari vinod	9745546660					
11	Seemamol S S	9746283317					
12	SHEEBA K U	9645180816					
13	Deepthi M	7560908303					
14	Usharani. S	9496305630					
15	Kaumudi.s	9656219803					
16	Soja Mary	9495791437					
17	Divya E N	8891246070					
18	SumathiManu	9605240494					
19	Fathima	9645529272					
20	Bindhu. A	9633762383					
21	Alicepoulose	9048411289					
22	Sonam MS	9846867257					

URL-5680 from 9 Jan 2023 to 13 Jan 2023 @ Calicut, Kerala

S. No	Name of participants	Mobile No.	09.01.2023	10.01.2023	11.01.2023	12.01.2023	13.01.2023
23	ReethaRani. F	9633417618	Reetha	Reetha	Reetha	Reetha	Reetha
24	Padmaja K R	9562781972	Padmaja	Padmaja	Padmaja	Padmaja	Padmaja
25	Roopa sulabhan	9567839062	Roopa	Roopa	Roopa	Roopa	Roopa
26	Usha B	9495390142	Usha	Usha	Usha	Usha	Usha
27	Asha Ravi	9847371909	Asha	Asha	Asha	Asha	Asha
28	JIBI P C	9562044306	Jibi	Jibi	Jibi	Jibi	Jibi
29	VISWAREKHA R	6235125256	Viswara	Viswara	Viswara	Viswara	Viswara
30	Abdulmajeed M	9400609006	Abdul	Abdul	Abdul	Abdul	Abdul
31	Shiny Jose	9544389091	Shiny	Shiny	Shiny	Shiny	Shiny
32	Viswambharan D	9496790381	Viswa	Viswa	Viswa	Viswa	Viswa
33	Haseena T I	9526717118	Haseena	Haseena	Haseena	Haseena	Haseena
34	Sindhu N C	9497657011	Sindhu	Sindhu	Sindhu	Sindhu	Sindhu
35	Bindhu O	8136947542	Bindhu	Bindhu	Bindhu	Bindhu	Bindhu
36	Sreekala S	9645272138	Sreekala	Sreekala	Sreekala	Sreekala	Sreekala
37	Alice Poullose	9046411289	Alice	Alice	Alice	Alice	Alice
37	Shini Jose	9544389091	Shiny	Shiny	Shiny	Shiny	Shiny

12 IMAGES OF THE PROGRAMME

IMAGES OF THE PROGRAMME:

(Day wise Photographs to be included Inauguration, Programme Inauguration, sessions by in-house faculties, guest faculties, successful entrepreneur, DIC Official, Bankers, Market Survey, Field Visit, Valedictory, Media Coverage of Programme (if any))

Day 1. Inauguration of Programme.

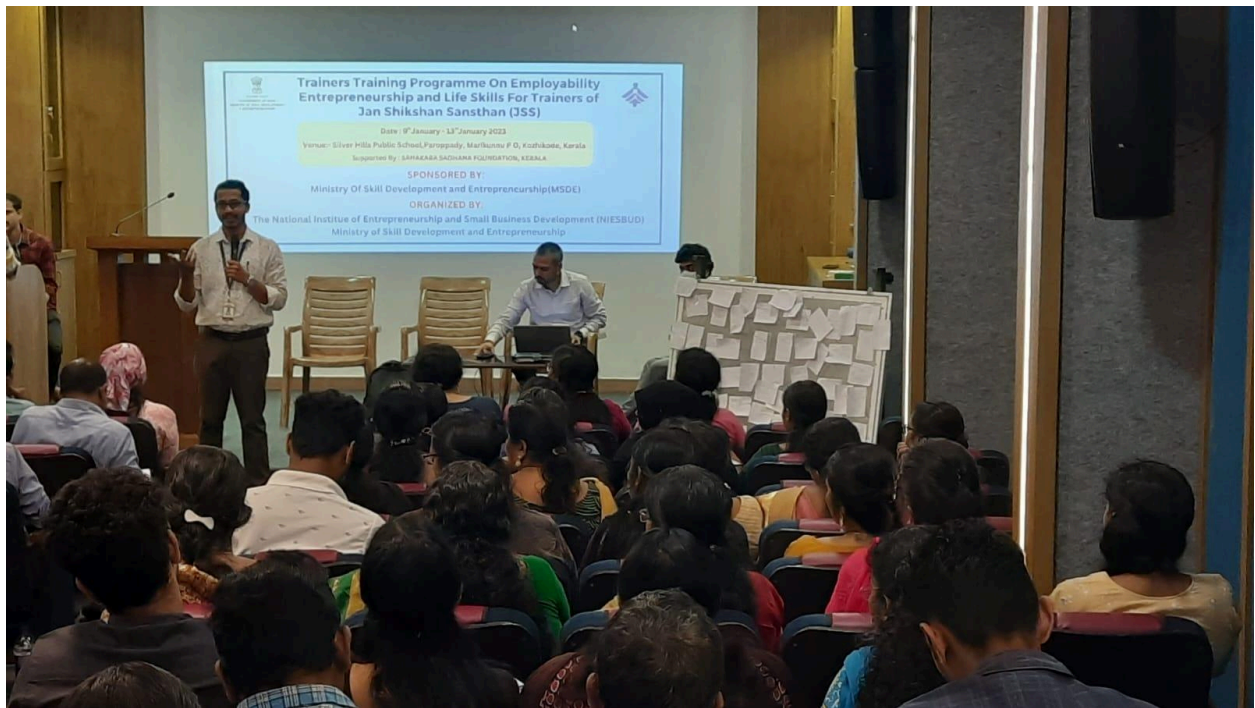






Day 2





(Session by DIC Official)

Day 3





Day 4 (Industrial Visit)







Day 5 - VALEDICTORY FUNCTION





A GROUP PHOTOGRAPH

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