



Transforming Dreams into Reality

“Entrepreneurship and Skill Development Cell”

By

Entrepreneurship & Skill Development Association

New Delhi

ESDA

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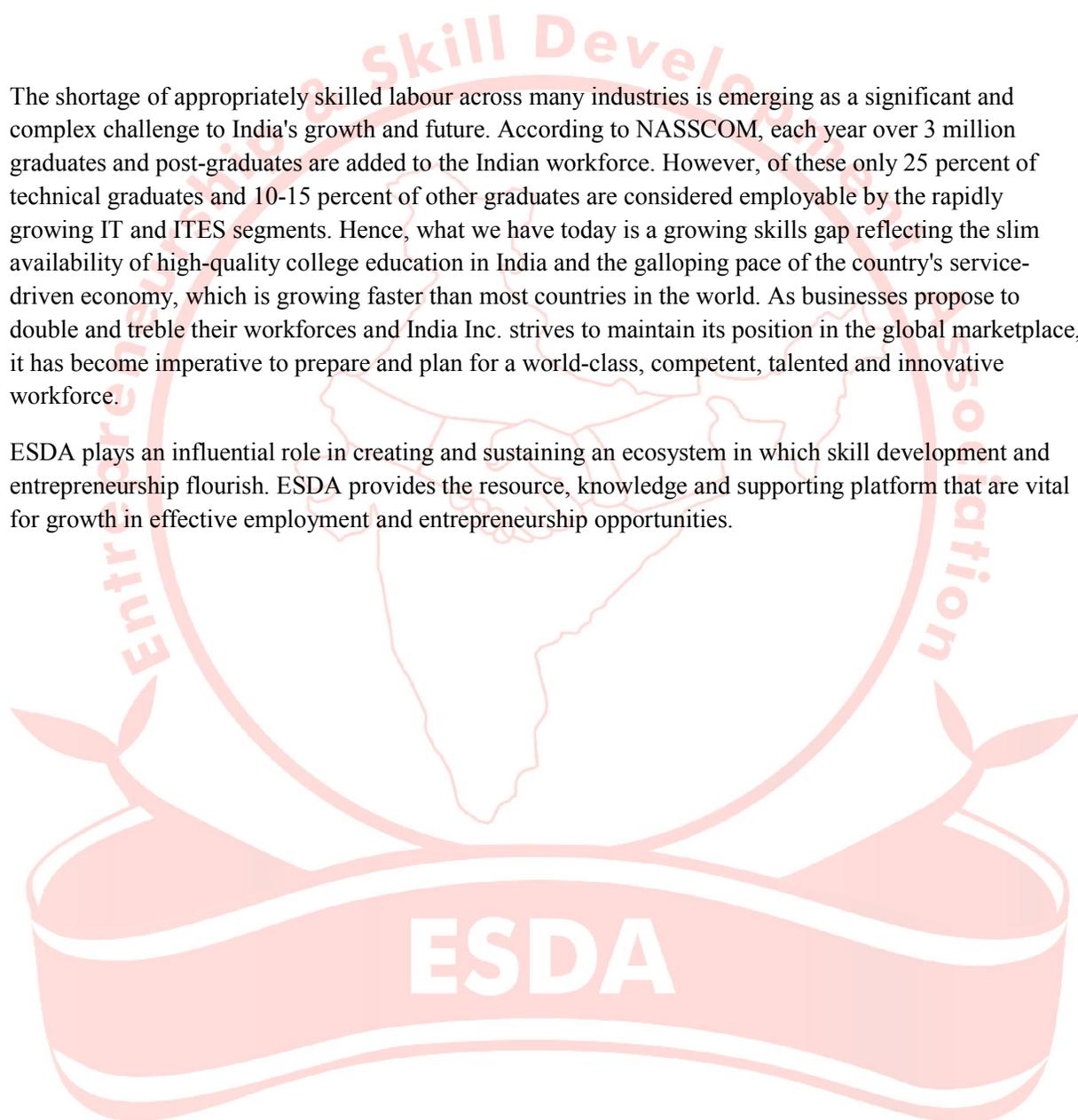
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About ESDA

The shortage of appropriately skilled labour across many industries is emerging as a significant and complex challenge to India's growth and future. According to NASSCOM, each year over 3 million graduates and post-graduates are added to the Indian workforce. However, of these only 25 percent of technical graduates and 10-15 percent of other graduates are considered employable by the rapidly growing IT and ITES segments. Hence, what we have today is a growing skills gap reflecting the slim availability of high-quality college education in India and the galloping pace of the country's service-driven economy, which is growing faster than most countries in the world. As businesses propose to double and treble their workforces and India Inc. strives to maintain its position in the global marketplace, it has become imperative to prepare and plan for a world-class, competent, talented and innovative workforce.

ESDA plays an influential role in creating and sustaining an ecosystem in which skill development and entrepreneurship flourish. ESDA provides the resource, knowledge and supporting platform that are vital for growth in effective employment and entrepreneurship opportunities.



From the Desk of Management

The traditional school of thought had been thinking that “entrepreneurs are born and not made”. The modern observation has been that some entrepreneurs may be born but a large number of them can be educated, trained and made. Learning by trial and error method is altogether ruled out. It is necessary to encourage more people to take up this field, to help them to equip themselves with training.

The entrepreneurs play an important role in the economic development of any country. Entrepreneurs make use of the factors of production to the fullest advantage of the society, generate employment, create innovation, improve standard of living, develop backward areas, etc. all these leads to higher economic growth. So entrepreneurial development is very essential for the economic development of a country.

The entrepreneurship development programs have an important role to play in solving the unemployment problem. Unemployment is demoralizing. It is the major source of waste in our present economic system. The most alarming form of unemployment today is educated unemployment. India is facing a chronic problem of unemployment. Due to this frustration and discontent increases, the rate of crime also increases. Instead of going after a government job, people should make an effort to get themselves by starting their own business.

Under these circumstances entrepreneurship development program assumes much importance and **ESDA** is working with full strength to spread awareness about the program and involving industry experts and entrepreneurs into this to deliver a quality training and exposure.

Sanjay Kumar

Chairman

Entrepreneurship & Skill Development Association (ESDA)

Low labor-cost and a rich talent pool are distinct advantages available to India, clearly powering its global competitiveness as a knowledge-based society. Education and training are both strategic necessities, which will deliver employment-enhancing skills, in turn increasing productivity and accelerating the future economic growth of the country. To further strengthen India’s position of being a dominant service economy, it is imperative for the government to invest in skilling and training the available human capital, especially to provide for the knowledge intensive sectors.

For India, it is critical to accommodate evolving growth/ trends to be responsive to the constantly changing dynamics of the economy. Skills and education will enhance the employability of the learner. With the acquired knowledge, workers will contribute toward productivity at a national level to determine India’s competitive edge.

ESDA’s prime concern is to provide a platform to industry, academia and individuals to interact and get the solution of respective issues. Our major focus area is rural India for skill development programs and placement initiatives.

Vikas Singh

Vice President

Entrepreneurship & Skill Development Association (ESDA)

Leadership and Enterprise Development Program

Entrepreneurs are not only born but can also be trained and developed'. Entrepreneurial development programs help the potential entrepreneur to set-up his own business enterprise appropriate to his abilities and liking. Entrepreneurial development is an organized and continuous process. The basic purpose of entrepreneurial program is to influence the potential persons and motivate them to take entrepreneurship as their career. Entrepreneurs can be developed through training, education and development. Inculcating entrepreneurial skills for setting up and operating business enterprise can be called development of entrepreneurs. Entrepreneurial development prefers to enhance the skill and knowledge of entrepreneur through training and development.

LEDP is not merely a training program but it is the process of –

1. Enhancing the motivation, knowledge and skills of potential entrepreneurs.
2. Reforming the entrepreneurial behavior in their day- to-day activities.
3. Encouraging them to develop their own ventures.

Objectives of training to Entrepreneurs:

- Motivating potential candidates to transform from job seekers to job creators.
- Influencing the potential candidates to take up entrepreneurship as their career.
- Enabling potential candidates to acquire entrepreneurial qualities.
- Helping the candidates to identify and exploit business opportunities.
- Enabling the candidate to analyze the feasibility of a project.
- Helping the candidate to prepare project report.
- Helping the candidates understand about the process and procedure involved in setting an enterprise.
- Providing information about various institutions assisting the entrepreneurs in setting up the units.
- Training the candidates to acquire technical and managerial skills to become an entrepreneur.
- Helping the candidate to identify the pros and cons of entrepreneurship.
- Bringing industrial development in the country and solving unemployment problem by transforming job seekers into job creators

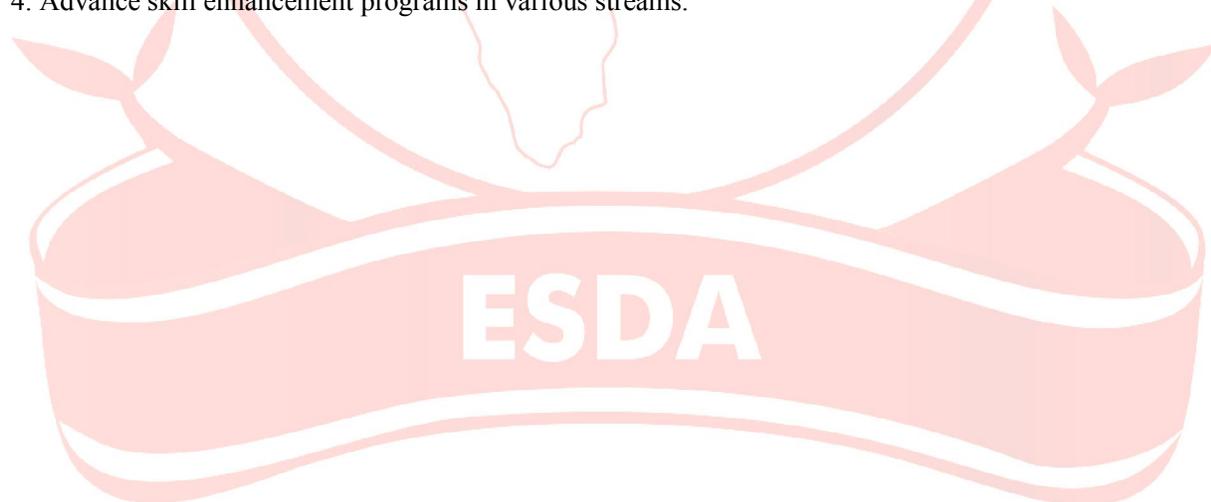
Skill Development

India would need over 500 million skilled people by 2022 across following sectors: Auto and Auto Components, Building and Construction Materials, Building and Construction, Real Estate Services, Electronics and IT Hardware, Education and Skill Development Services, Food Processing, Gems and Jewellery, Healthcare, Textiles, Leather and Leather Goods, Organised Retail, Tourism and Hospitality.. Transportation and Logistics, Media and Entertainment, BFSI, Chemicals and Pharmaceuticals, Furniture and Furnishings, IT and ITES.. While there are millions of jobs opportunities across these sectors; industry continues to struggle for skilled talent. In order to bridge this talent gap, ESDA offers various skill Development programs across the subcontinent.

ESDA is working towards balancing the nation's comparative advantage in availability of low skilled labour with skill development required by future generations to take advantage of lost opportunities. The registered manufacturing must be expanded to take leverage of India's abundant unskilled labour. "While 'Make in India' occupies prominence as an important goal, the future trajectory of Indian development depends on both 'Make in India' and 'Skilling India'," said the Economic Survey.

ESDA running skill development programs through

1. Government skill development programs
2. Establishing ESD cell in the technical institutions.
3. Student-Industry interface programs.
4. Advance skill enhancement programs in various streams.



Implementation plan

Infrastructure required:

To establish ESD Cell following infrastructure required:

- 2 classrooms with the capacity of 30 students each.
- 1 computer Lab with min. 15 computers.
- 1 separate cabin.
- Projector and speaker

Training and development methodology:

ESDA always believes in a practical mode of training instead of long hours lectures because the motive of training is to make people skilled which can easily accommodate with organization's job role. ESDA follows following methodology,

- Training based on live projects.
- Case study
- Through workshops
- Job roles exercise
- Industrial visits
- Lectures by industry experts.
- Through self learning materials.

Classroom training:

Classroom training cannot be ignored completely because interaction between students and experts is necessary to find out best possible techniques. We are providing minimum 2 hours classroom training in every week. We are also providing opportunities for question and answer during the classroom training.

Virtual training:

To make training more effective we need some experts from different domain and locations. In such case their availability is prime concern, that's why we have arranged virtual training facilities for the students, so that distance and availability would not be hurdle in learning.

Workshop, Seminars and conferences:

Going beyond the horizons of textbooks and making something innovative is certainly a measure to improve an individual in practical terms. Workshops, seminars and conferences held at regular intervals do perform the same motive for a student. Being exposed to these practices makes him more prone towards learning and getting better with each session. Continuance of studies and workshop on a parallel note can configure various academic highlights. It is always a nice option to exercise the textbook tools with technological knowhow. Students attending such workshops can demonstrate their capabilities and can further more update their knowledge through such platforms.

Workshops have the potential to categorize same thinking people into a particular forum. Such platforms do open the door for exercising minds of same thoughts and behaviors. The learning communities with similar passion for subject can certainly build a group of their own with the maximum utilization of resource thereby having a symbiotic relation. Besides, workshops do tend to address issues faced by another organization which may be helpful in resolving many severities.

Students who come across variety of information can get a proper guidance of segmenting and prioritizing their schemes accordingly. They can consider the various programs in their pipeline and act more professionally to display their service delivery at required pace. Such exercises do help students in understanding and learning different ways of thinking and solving parameters with more exposure to a large mass. Students participating in various workshops can always work on their leadership qualities thereby giving it the proper boost to grow. Skills like learning, communicating, listening and experiencing new bonding can be developed through such platforms which have immense value for students and their upcoming future.

Internship:

In the same perspectives the importance of internships does certainly ascertain independent nature in students. A professional career does never starts with a smooth baseline, which every student dreams for. Internship is such a middle path that allows the student to accommodate himself to the struggling phase of his about to start working life. A student being actively involved in any kind of internship is likely to gain the maximum experience of his lifetime in terms of learning and eliminating the primary mistakes in future days. These internships act as an entry ticket for students who can get them introduced to the already active world of professionalism. They can make the most out of this phase by increasing their contacts and sociable qualities.

Internships do work as a filtering benchmark for not repeating the fold of tasks that were once pain areas while at the workplace. It is always a beneficial homework before the student enters into the jargons of professional quarters. It highlights on the aspects of correct usages of resources in a deliberate way that can help in earning the desired dividend at the end.

Study materials:

ESDA providing study materials to the students in different forms,,

1. Hard copy
2. Soft copy
3. E-learning materials
4. Self Learning materials

Incubation center

Our incubation endeavors keep evolving to best meet the gaps of the Indian entrepreneurship landscape and the needs of the Indian entrepreneurs. We understand that enterprises across different sectors and stages have different mentoring, infrastructural and investment needs and have therefore developed specialized incubation initiatives to meet the needs of the ventures. These initiatives are geared towards providing relevant networks, business advice, mentoring and investment support for diverse startups.

Effectuation:

Effectuation is a principle introduced by Dr. Saras Sarasvathy in 2001. Effectuation is an idea born of a unique look at an age old problem - what makes entrepreneurs entrepreneurial? It is a way of thinking that serves entrepreneurs in the process of opportunity identification and new venture creation.

It is completely inverse of causal thinking taught in MBA classrooms, where the focus is on achieving a desired goal through a specific set of given means. Causation invokes search and select tactics and underlies most good management theories. Causal thinkers believe that "If I can predict the future, I can control it."

Effectuation, on the other hand, focuses on using a set of evolving means to achieve new and different goals. Effectuation evokes creative and transformative tactics. Effectual thinkers believe that "If I can control the future, I do not need to predict it".

Entrepreneurial Strategy 1 and 2

The aim of this course is to give students a basic exposure and understanding of Entrepreneurship and Leadership in entrepreneurial ventures. The Effectuation theory forms the basis of this course, which will help you solve the problems as an expert entrepreneur and make you an effectual reasoner. It also gives a theoretical perspective of entrepreneurship in Indian society and industry, thus making you confident of starting your own enterprise or taking your family enterprise to the next level. Comprehensive real life case studies will help you understand the complexities of business better and think like an entrepreneur.

Financing Business Ventures

The best and most innovative ideas will never see the light of day unless they can obtain funding. This course will explore the tools of financial valuation and their role in investment decisions faced by entrepreneurs, and investors. You will learn the difference between earnings and cash flow, the importance of net working capital, and the determinants of a firm's cost of capital. Finally, you will apply financial valuation tools to understand how firms are valued by investors, considering both publicly traded and venture-backed firms.

Applied Business Mathematics

This course emphasizes on understanding common computations and statistical data presentation and analysis used in various functional areas of business. The topics covered in this module are Basic Mathematical modules, Probability, Summarizing and Analyzing Data, Relationships between variables, Forecasting and Financial Mathematics.

Microsoft Excel

This course deals with the use of Microsoft Excel software to solve managerial problems. It may be noted that this course does not teach how to use the software. It merely highlights the use of software as an aid in formulating business problems and invoking appropriate functions to resolve them. It introduces the basic concept of handling large amounts of business data and also understanding the role of technology as a tool in aiding managerial decisions.

Managing Entrepreneurial Operations

The traditional module on operations teaches you how to manage an existing facility better, but for an entrepreneur, managing its operations is a completely different ball game. Thus, taken from an entrepreneur's perspective the objective of the course is to develop the insights and approaches required to structure and deal with complex, real world operating problems. These tools will help an entrepreneur become capable of developing meaningful analysis and understand the dynamics of an ambiguous situation faced by him or her in the business.

Marketing for Entrepreneurs

This course clarifies key marketing concepts, methods, and strategic issues relevant for start-ups and early-stage entrepreneurs. In this course, there are two major questions:

- Marketing Question: What and how am I selling to whom?
New Venture Question: How do I best leverage my limited marketing resources?
- Specifically, this course is designed to give students a broad and deep understanding of topics such as:
 - What are the major strategic constraints and issues confronted by entrepreneurs today?
 - How can one identify and evaluate marketing opportunities?
 - How do entrepreneurs achieve competitive advantages, given limited marketing resources?
 - What major marketing/sales tools are most useful in an entrepreneurial setting?
 - How does an entrepreneur strategize his branding and advertising while launching a new company or in the transformation of the company?

Sales Strategies for Entrepreneurs

The aim of the course is to give the entrepreneurial perspective to basic practical and theoretical understanding of Sales Management which includes sales force decisions, size, work allocation, recruitment, training, performance appraisal and control, route planning, traveling, personal selling, art of selling, prospecting, planning a sales visit, sales story, overcoming obstacles and closing the sale.

Human Resource Management

The importance of human resources management in the workplace is to develop the human potential to the fullest in the corporate environment and enhance the performance of organizations and employees, to instill an entrepreneurial spirit to meet challenges in the global environment. The course will include socio-economic organizations and society, people-centered management, industrial relations in India, performance appraisal, compensation and reward systems, quality management and productivity, group dynamics and interpersonal relationships, motivation and leadership, communications and team building.

Rural Immersion Program

Rural Immersion Program helps students to understand rural markets, supply chains, rural consumers of India through field trips and personal interaction with the non-city dwellers. It helps them understand their problems, lifestyle, needs and their cultural and economic buying perspectives. Awareness of this sector facilitates students to design their products with a social benefit in mind.

Critical Thinking:

Critical Thinking is skilled and active interpretation and evaluation of observation and communication, information and argumentation. The course will address issues that transcend any single discipline or function of management. In this course you will analyze, write about, and debate fundamental issues, questions, and phenomena that will enhance your ability to think critically. Critical Thinking will enhance your ability to identify critical questions when exploring a new business issue, to parse issues, to develop reasoned positions and to make compelling arguments.

Applied Psychology

This course aims at equipping the participants to have internal locus of control to lead a life with Self Direction. To achieve this, the theme of the course is - Self Awareness, Self-Management, Self-Renewal - which involves learning various concepts in psychology, brain behavior relationship, acquiring certain skills like time management, inter-relational and communication skills, and developing self-promoting attitude. The course also aims to acquire some skills in goal setting, problem solving and also make you aware of different thinking styles like creative thinking, analytical thinking, alternative thinking etc.

Entrepreneurial Economics

It is very important for entrepreneurs to know economic models and how they can use it effectively in their businesses. This course helps you understand the choice process of entrepreneur and firm, and how the market works to coordinate these choices and also examine the performance of the market using the economic criterion of market efficiency. The major focus will be on microeconomics with some topics from macroeconomics and international trade. The evolution of markets from traditional to e-commerce will also be discussed. The emphasis of the module will be on integration of theory, data and judgment in the analysis of corporate decision and public policy, with respect to changing Indian and international business environments.

Legal Aspects of Business

Legal aspects are an indispensable part of a successful business environment in any country. They reflect the policy framework and the mindset of the Governmental structure of that country. Every enterprise must take into account this legal set up while framing its basic aims and objectives. An understanding of the Legal Aspects of Business is necessary for efficient and healthy functioning of an organization as it helps it to know about its rights, responsibilities and the challenges that it may have to face.

Business Ethics

The course on business ethics is an attempt to train you to become an ethical entrepreneur. The course deals with the ethical dilemmas faced by an entrepreneur in his day to day life, and also helps in dealing with his primary and secondary ecosystem. This approach to business ethics gives him a better understanding on how a business functions, and an overview of each of the major departments that help run a business and aid him in leading his team and businesses. At the end of the course he will write the code of conduct for his venture.

Innovation:

The process of ideation, brainstorming and thought doctoring leads to the creation of exciting and innovative product ideas. Participants learn a deliberate process of opportunity recognition and discovery. They learn how to generate ideas, taking into consideration rarity, value, and their entrepreneurial fit.

Product Development and Innovation

This course involves learning a deliberate process of opportunity recognition and discovery. You will learn how to generate ideas taking into consideration rarity, value, and your entrepreneurial fit. Through this process, you will gain the knowledge, skills, and the ability needed to improve the likelihood of success. Once you identify the product idea, you will determine its feasibility through market and industry research, and analyses.

Rhetoric and Critical Writing

Written communication is very important in the day-to-day life of an entrepreneur. The learning in Critical Thinking will be applied in this course in the form of written communication. The goal is to facilitate intellectual simulation with a powerful tool that will prove useful in your entrepreneurial venture. Writing, as a discipline, involves more than instructions in composite skills and it is related to creative, rhetoric, logic, reasoning and Critical Thinking. This course ensures exposure to various modes of writing, with well-developed written communication skills.

Yoga:

The physical benefits of yoga are vast and extensively written about. This concept is not to rehash those. But for entrepreneurs, as well as those aspiring to be, yoga addresses a set of key needs- be it enhanced powers of processing information, increased levels of creativity and productivity, stronger ammunition to beat stress and a resilient psyche among others. The cognitive, psychological and neurological benefits of yoga are infinite. Whether an amateur or an expert, practising this ancient art even for few minutes a day will enable you to turn your body and mind into a powerhouse of resources. These are the five benefits,,

1. Psychological Benefits
2. Stress Benefits
3. Neurological Benefits
4. Biochemical Benefits
5. Creativity and Intuition

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Advantages

Benefits for the students:

- Demonstrate skills in business startup
- Demonstrate skills in maintaining business longevity
- Demonstrate knowledge of business closings versus failure
- Ability to find next level of training or access other resources and services
- Demonstrate business management/ operation skills
- Use components of a business plan
- Determine impact on unemployment
- Changed attitude toward entrepreneurship as a means of making a living
- Changes in personal and career attitudes including
 - Self-worth
 - Ability to control one's own life
 - Self awareness
 - Self management/ personality responsibility
 - Transfer of learning
 - Motivation
 - Teamwork
 - Interpersonal communications
 - Problem solving
 - Creativity

Conclusion

Conclusion: It is a fact that individuals can be developed, their outlook can be changed and their ideas can be given true shape of enterprise through an organized and systematic training programme.

Entrepreneurial training aims at arousing and reforming the entrepreneurial behaviour in the day to day activities and helping them develop their own ventures or enterprises as a result of their learning or training. Development of an entrepreneur means inculcating entrepreneurial traits in a person, imparting requisite knowledge, developing the technical, managerial, financial and marketing skills and building the entrepreneurial attitude. The process of entrepreneurial training involves equipping a person with the information needed for enterprise building and sharpening his entrepreneurial skills

