

Structure of Women Entrepreneurship Development Programme (WEDP)

Programme Objective: Women Entrepreneurship Development Programme (WEDP) aims at training the S&T graduates and diploma holders in the essentials of conceiving, planning, initiating and launching an economic activity or an enterprise successfully.

Target Group: In each WEDP 50 potential entrepreneurs having degree/diploma (three years) in S&T are trained through a structured training programme of 4 weeks duration. Trainees are selected through various tests and personal interview to assess their potential of becoming entrepreneur. During the training period, participants also get to know the intricacies of how to start and manage an enterprise. At the end they are assisted in preparing a detailed business plan.

Duration: 4 weeks

Faculty: Experts are mostly drawn from local or nearby institutions including practicing entrepreneurs.

Important: For providing funding support, only one proposal per institution/organization will be accepted. The proposal may be submitted for conducting more than one WEDP. Multiple proposals received for conducting same activity from same institution/organization are liable for rejection. The proposal may be submitted for conducting more than one WEDP.

SUGGESTED SCHEDULE*

[EACH SESSION IS OF ONE HOUR AND FIFTEEN MINUTES]

Day	Session – 1	Session - 2	Session - 3	Session – 4
MODULE - 1: ENTREPRENEURSHIP & SCHEMES OF ASSISTANCE				
1 st	Inauguration	Programme Objectives: Expectations from trainees, Final Goal, Programme's Strategy etc.	Who is an Entrepreneur & Charms of being an Entrepreneur:	
2 nd	Schemes of Assistance for MSMEs: Financial Agencies / Institutions		Schemes of Assistance for MSMEs: NSIC, SIDBI, DIC and Other Support Agencies	
MODULE - 2: PROJECT SELECTION & IT'S PRE FEASIBILITY				
3 rd	How to Identify Business Opportunities	Business Opportunity identification: Criteria of selection & Sources of Information	Business Opportunity Guidance Interactions with Rep. from various support institutions	
4 th	Business Opportunity Guidance Interactions with DIC, DI-MSME, Lead Bank etc.		How to conduct Market Survey: Tools, Techniques and Guidelines	

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5 th	How to assess pre-feasibility of a Project	Preparing Pre-feasibility Report: Preliminary Project Report (PPR)		
6 th	Online exposure to a factory	Online Experience Sharing with Entrepreneurs		
MODULE - 3: CONSOLIDATION OF BUSINESS IDEA				
7 th	Soft Skill Development: Business Communication	Soft Skill Development: Information Seeking	Briefing for Market Survey: Questionnaire Designing	
8 th	Conducting Market Survey and online Data Collection for the identified business opportunities			
9 th				
10 th				
11 th	Feedback and Discussion on Market Survey	Evaluating the PPRs prepared by the Trainees		
12 th	Linking Business Opportunities with trainees	Online Interactions with Technical Experts for finalizing project		
MODULE - 4: MOTIVATIONAL INPUT				
13 th	Developing Entrepreneurial Competencies (Achievement Motivation Training)			
14 th				
15 th				
MODULE - 5: BUSINESS PLAN PREPARATION				
16 th	Business Plan: Need, Importance, Content & Format	Production Planning in MSME	Purchase Technique	
17 th	How to assess Working Capital Requirement for MSME		How to manage Working Capital for MSME	
18 th	Product Costing and Cost Consciousness		Break Even Point	
19 th	Cash flow	Profitability & Balance Sheet	Product Planning & Product Mix Strategy	
20 th	Preparation of Detailed Business Plan			
MODULE - 6: MANAGEMENT INPUTS				
21 st	Marketing Management: Product Promotion, Sales and Advertisement		Financial Management	
22 nd	Personal Management:	IPR, Pattern, Copy Rights, Trade Mark etc.	Legal Formalities in an Enterprise: (Factory Act, PF, Labour Laws etc.)	

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23 rd	Negotiation and Networking	Delegation of Authority	Leadership Modes	Efficiency Orientation and Systematic Planning
24 th	Legal formalities for Loan Disbursement		Taxation: Various Taxes Applicable to MSME	
25 th	Interfacing with financial Institutions for Business Plan Appraisal		Feedback from Participants	Valedictory

***Programme implementing agencies may modify the inputs needed if any to suit local requirements**