

Training Programme on  
**ENTREPRENEURSHIP AND  
SUSTAINABLE LIVELIHOOD MODELS  
FOR RURAL COMMUNITIES**

**Date: October 29 – November 02, 2018**

**Venue: NIRD & PR, Hyderabad**



#### **ABOUT THE TRAINING PROGRAMME**

A preponderant majority of rural population are now struggling for a sustainable livelihood opportunity. In rural areas the livelihood opportunities are not only shrinking but also unsustainable. Creation of livelihood avenues in massive number and ensuring their sustainability will be crucial to address the problem of poverty and inequality in rural areas. Lack of entrepreneurial skill especially among rural youth, women and marginalized communities is one of the most important reasons for this situation. There is an urgent need to infuse entrepreneurship spirit among rural youth undertaking awareness, capacity building, hand-holding programmes and imparting improved technologies in the rural areas. In this context, the said training programme has been designed to equip and empower the rural youth and women with entrepreneurial skills, knowledge and approach to start a new sustainable entrepreneurial venture and/or scale up the existing ones.

The training programme will facilitate detail understanding on the entrepreneurial activities being undertaken by technology partners of Rural Technology Park at NIRD & PR such as Home based products, Honey processing, Mushroom cultivation, Leaf plate making, Aromatic plants and essential oil, Soya making, Solar products, bio-pesticides, Neem based products, Handmade papers, Vermi compost, Biogas, Mud block/Brick making/tiles, Waste management (products using waste), Hydroponics and Aquaponics, Clay Processing and so on. After the programme, the participants will be able to promote and guide rural people into successful entrepreneurs. The training programme will also help in understanding nuances of entrepreneurship development such as packaging, financial and marketing linkages.

#### **OBJECTIVES OF THE PROGRAMME**

- To provide support identifying sustainable livelihood opportunities in rural areas;
- To enhance the entrepreneurial skills among rural youth, women and marginalized communities;
- To develop strategies towards sustainable livelihood ventures on a community approach;
- To provide hands-on training on select sustainable entrepreneurial projects/models;
- To facilitate (post training programme) linkages with financial, marketing, technology and quality control and skill agencies;

#### **OUTCOMES OF THE PROGRAMME**

At the end of the training programme, the participants will gain adequate knowledge on identifying potentials sectors in their respective states to start sustainable livelihood options and scale up the existing ones. They will also be able to develop strategies towards sustainable livelihood models and relevant linkages with financial, marketing, technology and quality control and skill agencies. The participants will also be able to form a group and enhance their knowledge through peer learning and network among themselves. Comprehensive reading materials will also be

made available with extensive exposure visits and hands-on training.

#### **TRAINING METHODS**

Training methods will comprise of lectures, group discussions, and presentations. Presentations on good practices/ successful entrepreneurial models will be imparted. The purpose is to bring out monitorable and executable models which can be scaled up at the village levels. There is extensive exposure visits/hands on experience on series of emerging entrepreneurial and livelihood ventures.

#### **RESOURCE PERSONS**

Besides the in house faculty members who have long years of experience, eminent speakers/resource persons from outside will also be invited for taking sessions.

#### **TARGET AUDIENCE**

Officials from NRLM, SRLMs, SIRDs, ETCs, ATIs, NGOs

#### **ACCOMMODATION & BOARDING**

The participants will be provided decent accommodation at the guest house in the campus. The participants are requested to report at NIRD&PR hostel, Rajendranagar, Hyderabad on 28<sup>th</sup> October, 2018 (evening). Before reaching the guest house, they may contact reception at 040 – 2400 8500.

#### **ABOUT THE COORDINATING CENTRES**

##### **Centre for Innovation & Appropriate Technologies (CIAT)**

The Centre for Innovation and Appropriate Technologies (CIAT) at NIRD & PR aims to promote a society that derives optimal benefits from Science and Technology with judicious use of natural resources for the wellness of human beings in the context of sustainable development. Through the Rural Technology Park (RTP), it undertakes capacity building initiatives for promoting sustainable

livelihood and entrepreneurship among people from rural areas. In order to achieve this objective, a wide range of appropriate and affordable rural technologies have been identified and showcased through various display cum production units in the premises of the park sprawling over 65 acres. The centre has developed a unique partnership approach with dynamic entrepreneurs, non-governmental organisations and technology development agencies towards realizing this objective.

### Centre for Entrepreneurship Development (CED)

The Centre for Entrepreneurship Development at NIRD & PR has a mandate to work towards achieving rural development through entrepreneurship of rural youth undertaking awareness, capacity building, hand-holding programmes and infusing improved technologies in the rural areas. The centre is poised to undertake training and capacity development programmes, policy oriented and action based research and work closely with agencies, departments and ministries working on promotion of rural entrepreneurship. The centre also organizes workshops and conferences on broad themes such as entrepreneurship for rural youth, women and socially and economically marginalised groups, skill development through entrepreneurship, rural clusters, rural tourism, Startup Village Entrepreneurship and Smart village.

### ABOUT NIRD&PR

Established in 1958, the National Institute of Rural Development and Panchayati Raj (NIRD&PR) is a premier training institute and a centre of excellence in research and consultancy services in the rural development arena. Recognized internationally as one of the UN-ESCAP centres of excellence, it builds capacities of functionaries in rural development, elected representatives of Panchayats, bankers, NGOs and other stakeholders. The institute is located in the historic city of Hyderabad in Telangana state.

### LOCATION & FACILITIES

NIRD&PR is located on a sprawling 42 hectare beautiful campus in Rajendranagar, Hyderabad. The institute has a well organized and computerized library with a collection of over 90,000 volumes. Besides well-equipped classrooms and guest houses, the institute has a healthcare centre, a community health club with modern equipment, and facilities for yoga, Badminton, Tennis, Table Tennis, Swimming pool, etc.

### NOMINATION FORM

*(Please send the following details in a typed form with telephone/mobile numbers and complete address)*

1. Name:
  2. Designation:
  3. Qualification
  4. Address:
  5. Tele/Fax/ Mobile No:
  6. E-mail address:
  7. Brief Job Description:
- Date: \_\_\_\_\_
- Place: \_\_\_\_\_
- Forwarding Authority
- Signature

**Please send your nominations by email to:**

**Dr.Ramesh Sakthivel, CIAT or**

**Dr Partha Pratim Sahu, CED**

**Email: rameshsakthivel.nird@gov.in  
ppsahu.nird@gov.in**

**Mobile: 9848780288/9420615435 (Ramesh)  
9871324924 (Partha)**

**National Institute of Rural Development &  
Panchayati Raj,  
Rajendranagar  
Hyderabad -500 030**

### Directors of the Programme:

Dr Ramesh Sakthivel, CIAT &  
Dr Partha Pratim Sahu, CED

**Last date for Nomination & Confirmation  
(19th October, 2018)**

