

## Capacity Building Session on Enterprise Development

Indian Micro Enterprises Development Foundation conducted a three-day Capacity Building session on Enterprise Development for 23 participants from PRADAN, Chaitanya Foundation, and Manjari Foundation. The workshop was held in Madhya Pradesh from April 17-19, 2023. The workshop's objective was the transference of the “**Enterprise Development - Tools and Processes**” approach to organisations working in the development sector. This workshop is part of the Collaboratory (collaborative laboratory) initiative led by Development Alternatives for partner organisations to transfer know-how on entrepreneurship.

The participants ranged from executives to senior-level members of PRADAN working in five States of the country, namely, Chhattisgarh, Jharkhand, Bihar, Maharashtra, and Odisha. The module was designed by udyame team members -Roopali Gupta, Prachi Gupta, and Debasis Ray, and facilitated by Prachi Gupta and Debasis Ray and covered 6 modules. The modules were designed based on a pre-session questionnaire circulated by IMEDF to understand the learning objective of the participants.



Participants attending Day 1 of the session.

Day 1 of the workshop focussed on Entrepreneurship Promotion. The day began with an ice-breaking session in which participants shared their expectations from the workshop. A module-delivery kit containing brochures, SOPs, and other collaterals was circulated during the course delivery. Session 1 included the basics of entrepreneurship and its need, especially in rural development. The participants were briefed about the tools and processes used to set up enterprises, micro enterprises' role, and their relevance in rural development. A detailed interactive session was held on the steps of entrepreneurship promotion in the community. In the second half of the day, the participants engaged in a Community Canvas game where, listening tools, resource planning, and a bottom-top approach were introduced to the participants.

Day 2 of the session was on Enterprise Support Services (ESS), which covered the IMEDF's standard framework on TFMC, i.e. Technology, Finance, Market and Capacity Building. Multiple visualisation tools, such as Comic Workshop, Market Assessment etc., were also shared which enables potential entrepreneurs to build their ideas and develop business plans. All of the tools shared were also practically conducted with the participants, which also helped in the contextualisation of the means to the need of the participants. In the second half, the basics of a business plan, drafting and financial projection of enterprises were also covered, followed by a Business Ideation exercise which the participants received well.



Trainees participating in a group moderation activity on Day 2 of the workshop

Day 3 of the workshop was on Entrepreneurship Ecosystem development. The essential prototypes discussed were: Quality Appraisal Framework, System Mapping and the District Entrepreneurship Coalition. In the Quality appraisal session, the team discussed various steps to build entrepreneurs' capacity to ensure sustainability and the growth of the businesses. During the system mapping exercise, the participants were able to create ecosystem maps of local stakeholders and develop strategies for managing stakeholders. The District Entrepreneurship Coalition and the role of stakeholders in the ecosystem were also discussed. The participants were informed about IMEDF's udyame initiative, a significant player in the entrepreneurship ecosystem that promotes the last-mile delivery of entrepreneurship support services. The workshop ended with a felicitation ceremony by giving the participants certificates for completing the course.

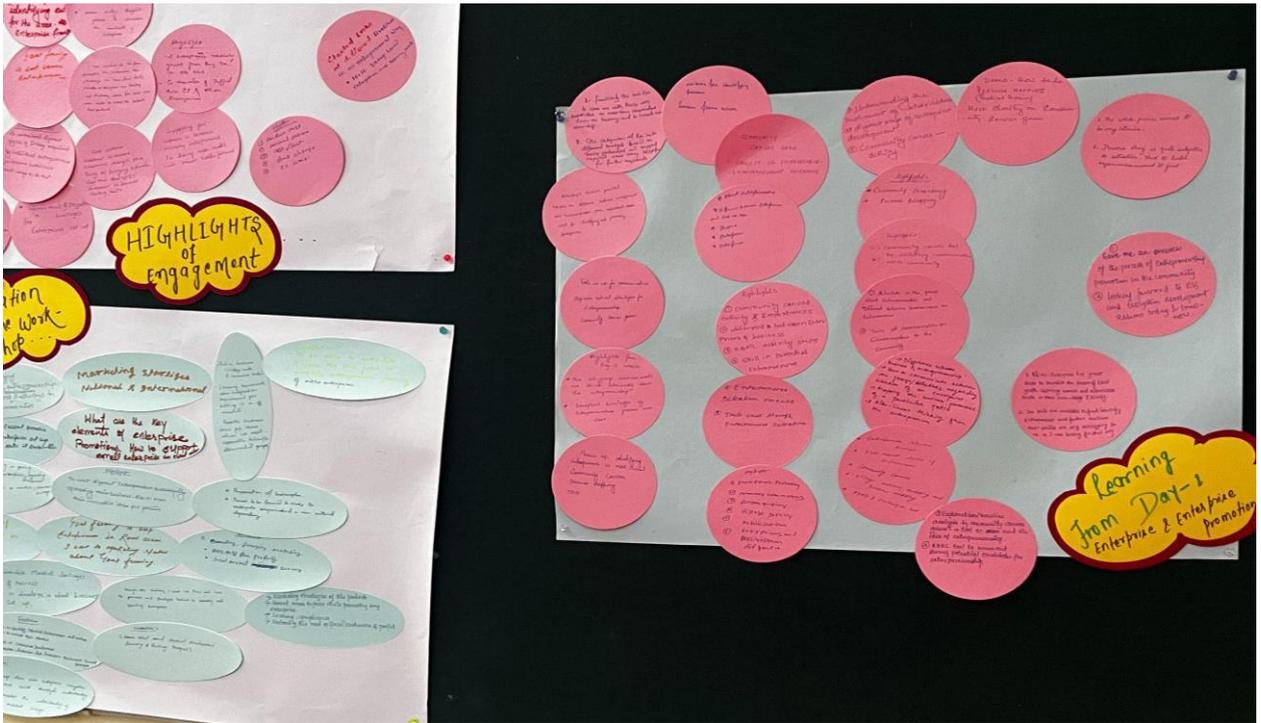
The participants expressed interest in undertaking another training programme, including immersion visits to our geographies in Mirzapur and Bundelkhand. A lot of interest was also shown in the collective entrepreneurship vertical of IMEDF also.



Participants at the graduation ceremony on Day 3 of the workshop



Comic Workshop - practice session



Expectation and learnings



Ice Breaking sessions



Group activity