

No. ESDP-404/9/2024-DCMSME-ESDP-(D-09)

**Government of India
Ministry of MSME
O/o the DC(MSME)
ESDP Scheme Division**

A-Wing, 7th Floor
Nirman Bhawan, New Delhi-110011
Dated: 08.08.2024

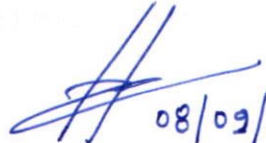
OFFICE MEMORANDUM

Subject: Standardization of Entrepreneurship Awareness Programme (EAP) Course Module.

This is to inform you that the committee on Course Content for ESDP programmes has approved a revised module for the Entrepreneurship Awareness Programme (EAP) to standardize the content and delivery of the programme. The approved course module serves as a guideline for all future EAP sessions. Please note that the contents are indicative in nature and may be adjusted based on local area requirements and resources, as well as social and economic scenarios. The new module of the EAP programme is attached as Annexure.

You are requested to implement this course module in all EAPs while allowing for necessary adjustments based on local conditions. The primary components mentioned above should remain consistent to ensure uniformity and effective delivery of the programme.

This issues with approval of Competent Authority.


08/09/2024
(Hemant Kumar Yadav)
Assistant Director (ESDP)



ENTREPRENEURSHIP AWARENESS PROGRAMME

(उद्यमेनहिसिध्यन्तिकार्याणिनमनोरथैः)

Session 1: Introduction to Entrepreneurship and Motivation (90 Min.)

Objectives:

- Provide an overview of entrepreneurship.
- Introduce the importance of entrepreneurship in industrial growth and economic development.
- Explaining benefits of Entrepreneurship (Personal, Social and Economic)

Content:

- Describing about EAP (Entrepreneurship Awareness Programme)
- Definition and importance of entrepreneurship.
- Current Indian scenario and the policy thrust on entrepreneurship
- Characteristics of a successful entrepreneur.
- Entrepreneurship as a career option and comparison with employment.
- Benefits of Entrepreneurship (Personal, Social and Economic)
- Sharing relevant success stories.

Session 2: Business Opportunity, Identification & Guidance. (90 Min.)

Objectives:

- Highlight local resources and opportunities based on social and economic scenarios, and collaborate with state government DIC/DFO officials.

Content:

- Customized input based on local resources (local industry concentration, rural development, agriculture & fisheries, opportunities for educated youth in region agnostic sections, etc.)
- Identifying and analyzing market needs and opportunities.
- Establishing how to set up new enterprises.
- Features of ODOP.

Session 3: Financial Literacy Government Schemes (90 Min.)

Objectives:

- Highlight different types of schemes offered by the state government, central government, and the Ministry of MSME, such as PMEGP, Mudra, etc.

Content:

- Information on local and national schemes related to MSME/Business.
- Overview of state and central government schemes for entrepreneurs.
- Distribute the M/O MSME e-booklet and raise awareness about the DC office and Ministry website

Session 4: Interactive & Questions & Answer sessions. (90 Min.)

Objectives:

- Closely interact with participants to demonstrate a success story of entrepreneurial journey.
- Motivate participants through success stories and motivational speakers.

Content:

- The physical presence of a local successful entrepreneur or motivational speaker.
