



Business training to existing entrepreneurs on scaling of business

Development Alternatives organised a four day ‘entrepreneurship for enterprise development’ training programme for existing entrepreneurs on scaling of businesses in partnership with la-Caixa banking foundation from 8th August 2019 to 11th August 2019 at TARAgam Orcha (Niwari, Madhya Pradesh). The module was delivered to the entrepreneurs by an International Labour Organisation (ILO) trainer, Mr. Rohit, to provide background knowledge for scaling and running a self-sustaining enterprise. The entrepreneurs were taught about good principles of business management, marketing, costing, buying and stock control, record keeping and productivity.

In these four days of the ‘entrepreneurship for enterprise development’ training programme, various business exercises were conducted in respect to business scaling, financial linkages, brand development, value-adding, insurance and leverage and transfer for the benefit of the ecosystem of enterprises. The training programme started with a brainstorming session with important components such as backward and forward linkages, financial linkages, and ecosystem players. The entrepreneurs were introduced to the ways to scale businesses for increasing their income and building a network of enterprises with limited resources and connection in Bundelkhand region. The entrepreneurs learned about the four P’s of marketing - Product, Place, Price, and Promotion – and were then asked to prepare a presentation on their own marketing plan based on it.

Various factors related to successful running of enterprise were highlighted in the training such as the importance of making a good relation with the customers and strengthening the ecosystem in the locality for greater exposure of their business. They were also informed about the importance of business planning in the management of a business. Additionally, it was discussed how fund availability and product line of the business along with branding and quality control of small enterprise can provide a boost to the business which will, in turn, benefit the local economy.

Total of 26 existing entrepreneurs were trained of which 10 were women entrepreneurs – operating enterprises such as beauty parlours, tailoring, computer centers, poultry farming, spices, and *dona* making. The entrepreneurs were very excited about their new learnings from the training programme and mentioned that they will recommend it to others too. They especially valued the marketing lessons - audio-visual aids and the instructions for the process of writing marketing plans. All the participants pointed out that the training is helping to change the way they run enterprises. It has successfully improved the quality and standard of business and enhanced their income as well as created jobs, contributing to a growing economy.