



### Instilling Basics of Business in Aspirant Entrepreneurs

**D**evelopment Alternatives (DA) held the Basics of Business training, in partnership with la Caixa Banking Foundation, from 14<sup>th</sup> – 18<sup>th</sup> May 2018 at TARAGram Orchha, Madhya Pradesh. This module was taught by Rohit, an instructor and business owner from Jaipur, to a class of regional entrepreneurs and literate workers. The purpose of the training was to provide the participants with background knowledge for starting and running a self-sustaining enterprise. The module was designed for application across all types of businesses; and delivered using student-led teaching strategies, by first asking the class to write down what they would like to learn from this course, and then the instructor tailoring examples to facilitate understanding by the trainees. The module started with a brainstorming activity where the necessary components to start a business were identified. Participants were able to identify “money”, “place” and “knowledge”, but needed guidance to identify the most important component: a business idea that fills a gap in the local market, which in turn can serve to attract customers. They also learned about the four Ps of marketing - Product, Place, Price and Promotion - and were then asked to create and present their own marketing plan based on it. Constructive feedback was provided by Rohit and Omkar Gupta (Manager, DA), regarding promotional campaigns, product sampling and extolling benefits. In the next section, the trainees were taught about loan applications and finance planning, via engaging sessions and a game. On the final day of the module, the class was taught to appropriately price their goods such that it reflected the manufacturing and labour costs, and could generate enough profit to maintain the business and allow for its advancement and expansion. Of the 19 participants, while the majority were employees, there were a few entrepreneurs too - one woman operated a garment-sewing enterprise, two men owned computer centres, one raised poultry, and another made and sold traditional sweets. The female entrepreneur was the most vocal woman in the class - a testament to her grit and the confidence her enterprise has awarded her. The participants had generally favourable reviews for the training. They especially appreciated the audio-visual methods, the examples provided to aid their understanding of business concepts, and the instructions on how to write business and marketing plans. All interviewed trainees said that they will recommend the training to others as well.