



**CH. CHARAN SINGH NATIONAL INSTITUTE OF AGRICULTURAL
MARKETING**

An Organization of Ministry of Agriculture & Farmer Welfare, Government of India)

Bambala, Kota Road, Jaipur-302 033 (Rajasthan)

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Website: www.ccsniam.gov.in

Title: Small Business and Rural Entrepreneurship

Objectives:

1. To understand the importance of small business and rural entrepreneurship
2. To identify the potential areas, possible success business and enterprises
3. To understand the various government schemes and interventions

Topics to be covered: Scenario Orientation, registration and briefing about training. About the scenario of small business and entrepreneurship and their role in rural economy. Prerequisites identifying for small business and entrepreneurship in rural areas. Registration of small business and rural entrepreneurship. Successful small business and entrepreneurship in agriculture and their business and marketing strategy. Government schemes programs and interventions supporting the small business and entrepreneurship part-1. Government schemes, programs and interventions supporting the small business and entrepreneurship part-2 Financing/ funding support to the business through various financial institutions. Marketing strategy of products from small business and entrepreneurship in rural areas. Accounting, book keeping, record maintenance, tax filing and correspondence. Success story of any one of the small business and rural entrepreneurs. Valedictory session and vote of thanks

Dates:

- 6th February 2023 to 8th February 2023
- 16th February 2023 to 18th February 2023
- 2nd March 2023 to 4th March 2023

Venue: Ch. Charan Singh National Institute of Agricultural Marketing (CCS NIAM)

Address: Kota Road, Bambala, Near Pratap Nagar, Jaipur, Rajasthan- 302033

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