



**CENTRE FOR DEVELOPMENT OF NORTH-EASTERN
REGION (CEDNER)
RAJIV GANDHI
INDIAN INSTITUTE OF MANAGEMENT
Shillong
announces
Six-Month Certificate Course
on
DEVELOPING MANAGERIAL SKILLS
FOR ENTREPRENEURSHIP
(SPONSORED BY: MINISTRY
OF DONER, GOI)**

10. Any training of similar nature obtained by the candidate (Please attach details)
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11. Name, Designation, Address and Contact number of a Referee.
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12. If selected will you need accommodation?
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13. Any other information that you would like to furnish?
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.....
Signature of the Candidate with date

.....
Signature of Referee with date

or

.....
Signature of the Sponsoring Authority with Official Seal and date

Indian Institute of Management, Shillong announces a Six Months Course on Developing Managerial Skills for Entrepreneurship for the existing and prospective entrepreneurs of the north eastern region. The Course will deal with developing managerial skills among the new generation of entrepreneurs of the region. Experience has revealed that most entrepreneurs of the region face problems in continuing with their small scale enterprises, not because they lack entrepreneurial skills but mostly because they lack managerial competencies. Some of the crucial managerial skills like the techniques of acquiring loans, managing financial matters, marketing of the products and surviving successfully in this

competitive world requires professional competencies and training .Since these skills cannot be developed naturally, IIM, Shillong will take up the responsibility of imparting training to the youths of the region so that managerial leadership qualities can be developed among the youths of the region.

Action Plan for the Course

- Various modules on business economics, marketing, finance, management of human resources and business strategy will be developed specifically for the entrepreneurs of the region.
- Various site specific and need based capacity development modules based on the local resources will be developed for different stakeholders of the North Eastern States considering the development potential of the different sectors.
- Various entrepreneurial development skills input and knowledge will be imparted through practical demonstration in real life situation. Live case study and hands on practice will be the prime focus of the capacity development programme.
- Field visit will be an essential component of the entire programme. Background

material will be provided depending on the programme types.

Who can Apply:

The minimum eligibility criterion for the Course is a Bachelor Degree from any recognized University. Candidates with managerial/entrepreneurial experiences will be given preference. Only candidates from North East India can apply.

Duration of the Course: Six Months
(Tentatively Feb-August 2012)

Venue of the Training: Indian Institute of Management, Shillong

Course Fee: Course fee will be waived for all the selected candidates

Travel Expenses: Travel cost for joining the programme will be borne by the Institute on actual basis for selected out station candidates, subject to a maximum of Rs. 1500/-

Boarding/Lodging: only outstation candidates selected for the Programme will be provided free boarding and lodging.

Field Work: Expenses for Field Work to the maximum limit of Rs 5,000/ per candidate will be borne by the Institute.

Course Materials: Will be provided free of cost by the Institute.

Last Date for Receiving completed Application Form :9th January,2012

For any further information please contact

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**Chairman
Centre for Development of North-Eastern
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Rajiv Gandhi
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**Certificate Course on
'Developing Managerial Skills for
Entrepreneurs'**

1. Name of the candidate
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2. Current Occupation of the candidate
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3. Permanent Address of the candidate
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4. Address for correspondence
.....
5. Phone No.
.....
6. E- mail
.....
7. Managerial /Entrepreneurial Experience of the applicant (Attach separate sheet)
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...
8. Academic Qualifications of the applicant.....
9. Year of obtaining graduation Degree.
.....



Application Form