



**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

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.

**IIM
SHILLONG**

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.

Duration of the Course: Six Months

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: Outstation candidates selected for the Programme will be provided with an amount of Rs.5000.00 per month to meet their boarding and lodging expenses.

Field Work: Stipend will be provided for field work.

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

Last Date for Receiving completed Application Form : 6th May 2011

For any further information please contact :

**Chairman
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SHILLONG –793 014,
MEGHALAYA**

**Application form
Certificate Course on
'Developing Managerial Skills for Entrepreneurs'**

1. Name of the Candidate:.....
2. Current Occupation of the Candidate:.....
3. Permanent Address of the candidate:.....
4. Address for correspondence:.....
5. Phone No E mail:.....
6. Managerial /Entrepreneurial Experience of the applicant:.....
7. Academic Qualifications of the applicant:.....
8. Year of obtaining graduation Degree.
9. Any training of similar nature obtained by the candidate: Please provide details

(Attach separate sheet if needed)

10. Name , Address and Contact number of a Referee.

.....
.....

11. If selected will you need accommodation?.....

12. Any other information that you would like to furnish?

.....
.....

Date:

Date:

Date:

.....
Full Signature of the Candidate:

.....
Signature of Referee

or

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

