

**KERALA INSTITUTE FOR
ENTREPRENEURSHIP
DEVELOPMENT**

**START AND
IMPROVE YOUR
BUSINESS (SIYB)**

In association with



International
Labour
Organization

ILO's Start Your Business (SYB)

About KIED

Kerala Institute for Entrepreneurship Development (KIED) is an autonomous State level institute promoted by the Department of Industries and Commerce, Government of Kerala. The main objective of the Institute is to provide services in Human Resources Development (HRD) particularly in the field of entrepreneurship development with a view to enlarge the spirit of entrepreneurship among the people which will lead to more self-employment.

Overview

The proposed training intervention Start your Business (SYB) 'Training of Entrepreneurs' (ToE) is for creating skilled entrepreneurs, improve their productivity and to make them efficient managers of their enterprises. This training aims to facilitate 25 starting entrepreneurs from Nano, Micro and Small scale industry in Kerala by providing them with entrepreneurial education of International Standards recognized by ILO as one of the best tools of entrepreneurship development.

Content

- SYB training is designed to assist potential entrepreneurs.
- Draft a marketing strategy and Plan their staff needs
- Cost their goods and services Forecast their finances
- Decide about the legal form of their business
- Get a clear idea about the licenses and permits needed, Assess the environmental impact of their planned business
- Forecast their finances

Eligibility

- Aspiring Entrepreneurs who wish to start their business in Nano, Micro and Small scale industry.
- Participants should have good knowledge of Malayalam and basic knowledge of English
- Participants should have basic arithmetic knowledge.

Timeline

- Last day to apply: 12th March 2021
- Program Commencement :17 March 2021

Program Schedule

- No. of days: 8 days
- Time: 10 AM to 5 PM (with intervals in between)
- Venue: Residential Program at KIED Campus, Kalamassery, Ernakulum
- Language: Malayalam and English

Program fees

- The program is offered with financial support by KIED, Government of Kerala and will be available to participants on a subsidized rate.
- Program fee will be Rs.200 per participant for general male candidates and free for Women, SC/ST/PH/Ex Service.
- Selection of entrepreneurs by KIED is subjected to meeting the eligibility criteria and availability of seats. (Maximum 25 seats)
- The final discretion regarding selection of participants is vested with KIED.

Kerala Institute for Entrepreneurship Development

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Application Form

ILO's Start and Improve Your Business (SIYB)

<p>1 Name of applicant:</p>	<p>4 Sex:</p> <p><input type="checkbox"/> a. Male</p> <p><input type="checkbox"/> b. Female</p> <p><input type="checkbox"/> c. Third Gender</p>
<p>2 Postal Address:</p>	<p>5 Age:</p> <p><input type="checkbox"/> a. 16 – 25</p> <p><input type="checkbox"/> b. 26 – 35</p> <p><input type="checkbox"/> c. 36 – 45</p> <p><input type="checkbox"/> d. 46 and older</p>
<p>3 Telephone / Mobile Number: e Mail id :</p>	<p>6. Caste</p> <p><input type="checkbox"/> a. SC</p> <p><input type="checkbox"/> b. ST</p> <p><input type="checkbox"/> c. OBC</p> <p><input type="checkbox"/> d. Other</p>
<p>7 Mother tongue</p> <p><input type="checkbox"/> a. Malayalam</p> <p><input type="checkbox"/> b. Tamil</p> <p><input type="checkbox"/> c. Others</p>	
<p>8 Highest Education completed</p> <p><input type="checkbox"/> a. Primary</p> <p><input type="checkbox"/> b. Secondary</p> <p><input type="checkbox"/> c. Higher Secondary</p> <p><input type="checkbox"/> d. Graduation</p> <p><input type="checkbox"/> e. Post-Graduation</p>	<p>9 Can you read and write in</p> <p><input type="checkbox"/> a. English</p> <p><input type="checkbox"/> b. Hindi</p> <p><input type="checkbox"/> c. Malayalam</p> <p><input type="checkbox"/> d. Others</p>
<p>10 Can you do basic calculation?</p> <p><input type="checkbox"/> a. Yes</p> <p><input type="checkbox"/> b. No</p>	
<p>11 Have you participated in business management training seminar before?</p> <p><input type="checkbox"/> a. Yes <input type="checkbox"/> b. No</p> <p> If yes, please describe :</p>	
<p>12 Have you undergone technical / vocational training?</p> <p><input type="checkbox"/> a. Yes <input type="checkbox"/> b. No</p> <p> If yes, please describe :</p>	
<p>(Use reverse side to write down details)</p>	

13 Are you currently in business?

- a. Yes If yes, continue with question no. 17 → **IYB Candidate**
 b. No

14 Do you have a concrete business idea?

(regarding what type of business, what product at what price, for which customers and how to reach them)

- a. Yes If yes, continue with question no. 15 ----- **SYB Candidate**
 b. No → If no, **GYB Candidate**
(Potential entrepreneurs lacking a concrete business idea end Interview here)

15 Please describe your business idea in detail

(Type of business, what product at what price, for which customers and how to reach them)

(Use reverse side to write down details)

16 How do you intend to source the start up capital?

- a. Own savings
 b. Borrow from family / friends
 c. Borrow from Bank / Credit Society (Specify Institution :
 _____)
d. Does not know yet

SYB Candidate

(Potential entrepreneurs with a concrete business idea end Interview here)

17 Please describe briefly your current business activity

18 Line of Business:

- a. Retail
 b. Wholesale
 c. Manufacturing
 d. Service operation
 e. Agriculture / Agro related
 f. Combination

19 Position in business

- a. Owner / Manager
 b. Shared ownership
 c. Employee / Member

20 No. of years experience in this or any other business

- a. Less than 1 year
 b. More than 1 year but less than 3 years
c. More than 3 years (Please specify :
_____)

21 Does the business operate from fixed position?

- a. Yes
 b. No

If yes, please write down the business address :

22 Please estimate the value of the total investments made in the business:

Machinery / Tools / Equipment :
 Vehicle(s) / bicycle(s) / other means of transport :
 Land, if belonging to the business :
 Buildings, if belonging to the business :
 Others, specify :
 Total : _____

23 How many jobs does your business provide in total, including the owner :

Job means working for minimum 15 hours per week and being paid for work in cash kind

And among these jobs, the number held by

females :
 Workers below 15 years of age :

24 Ask the applicant the following questions to check on knowledge about business management, and qualify the results by ticking a, b or c

i. How do you calculate the total cost of your products :

a	<i>Specifies material costs, labour costs and indirect costs</i>	
b	<i>Specifies some direct and indirect costs</i>	
c	<i>No knowledge on direct and indirect costs</i>	

ii. How do you handle the receipt of purchases?

a	<i>Keeps receipts and files them</i>	
b	<i>Keeps receipts and do not file them</i>	
c	<i>Does not work with receipt, does not keep or file them</i>	

iii. How do you control your stocks?

a	<i>Does regular stock – taking, keeps stock cards /registers</i>	
b	<i>Knows more or less the stocks, but does not keep registers</i>	
c	<i>Does not keep stocks, does not know volumes / values</i>	

iv. What do you do to promote your sales?

a	<i>Mentions at least 3 forms of sales promotion</i>	
b	<i>Mentions less than 3 forms of sales promotion</i>	
c	<i>Does not know any form of sales promotion</i>	

v. How do you handle credit sales?

a	<i>Is selective and keeps customers' account records</i>	
b	<i>Has no formal credit registration system</i>	
c	<i>Does not allow credits / does not know</i>	

vi. How do you calculate your total profits?

a	<i>Calculates regularly total income – total expenditure</i>	
b	<i>Estimates but does not know formally calculate</i>	

<i>c</i>	<i>Never calculates total profit / Does not know</i>	
<p>25. What does the applicant expect to learn during the SYB / IYB training: (Use reverse side to write down details)</p> <p>IYB Candidate:</p> <p>26.Suggestions/Questions (If any):</p>		

Attach the following details of the participant.

- **Copy of Age Proof, Copy of Aadhar, Caste Certificate**

Please send the filled form along with the attachments to the mail id – kiedtraining@gmail.com

For more details, please contact - 0484 2550322, 2532890, 9605542061, 7012376994.