

To Study Pedagogy Effectiveness for Entrepreneurship Development Programs

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Abstract

Rural youth participants of science and technology background were trained for the four weeks with additional one week training of the technology to initiate start-ups. Use of information technology, entrepreneurship training are the main components designed for the training curriculum. Factory visit, online presence of enterprise, promotion of enterprise through Google Express, Adwords, and development of web apps were the main activity based trainings covered in five weeks to ensure support system to sustain the start-ups. Opportunity search, accounting, business finance, market field survey, bank loan schemes, taxation system in India, raising the finance, project financing and project report preparation were the few listed inputs given to the youths during the training. Digital material developed based on the Instructional Design and ICT pedagogy to develop time paced skills. The main references used to develop strategy of content delivery are as follows.

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