

To Study Effectiveness of Technology Entrepreneurship Development Programs for Rural Enterprises

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Abstract

Participants of science and technology background were trained for the six weeks including two weeks training of the technology to start enterprise. Use of information technology, vocational training and entrepreneurship training are the main components of the training curriculum. Factory visit, online presence of enterprise, promotion of enterprise through Google AdWords, development of android apps were the main activity based trainings covered in six months to ensure support system to sustain the business. Accounting, business finance, opportunity recognition, market field survey, taxation system in India, raising the finance, 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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