



**Report of Entrepreneurship Development Programme on Marketing
Management at Jaipur, Rajasthan**

(06/01/2014 To 10/03/2014)



Sponsored By:

Ministry of Micro, Small and Medium Enterprises

Government of India

Conducted by:

Aridhima Medical Education and Research Society – Jaipur

Head Office: 3 GyanMarg, Saraswati Nagar, Behind Lalit Hotel , Jaipur -302017

Declaration

This is to declare that the present report entitled “Entrepreneurship Skill Development Programme on Marketing Management” is the factual report of the programme carried out at Jaipur (Rajasthan) from 06/01/2014 to 10/03/2014. No facts have been concealed or exaggerated while making the report.

Place: Jaipur

R. Nainappan

Date: 15/03/2014

PRESIDENT

(Aridhima Medical Education and Research Society – Jaipur)

ACKNOWLEDGEMENTS

We are extremely thankful to **M.K.Saraswat** (Director of MSME Govt of India) for giving us the opportunity to undertake this project in Marketing Management and for his overall support, valuable guidance, astute judgment, constructive criticism and an eye for perfection without which this project would not have been in its present shape. His supervision and guidance has only made the ESDP a success.

We are also grateful to her team especially to **Mr. M.C.Mathur** (Assistant Director) & **Mrs. Rajkumari** (Honourium) of MSME. Their continuous monitoring and suggestions helped a lot to take the maximum out of the programme. Our thanks is also due to **Sh.LaxmanSankhala** (Addl.S.P., Anti Corruption Bureau , **Ganganagar,Rajasthan**), who helped us a lot in Conducting Marketing Management Programme.

We are also thankful to the local authorities especially, **Mr. IndraajBhat** (Director, Sri Krishna College of Nursing) and **Miss. ManjuKumar** for showing their personal interest in the programme and have taken all the pains right from the beginning till the end of the programme. As it is not possible to name all the people but we sincerely thanks all the personnel who were directly or indirectly engaged in the programme.

Last but not the least; we thank **Ministry of MSME, Govt. of India** for conducting such programme for welfare of the society.

ABSTRACT

The present report is about the Entrepreneur skill Development Programme on Marketing Management conducted by Aridhima Medical Education and Research Society at Jaipur, Rajasthan. The programme was of 30 hours and was conducted from 6th of January 2014 to 10th of March 2014 (Earlier it was supposed to be from 15th of November 2013).

Various activities were conducted not only during but also post and prior to the programme. A team was constituted for doing all the prerequisites like Surveys, Meetings, Making of Syllabi, Selection of Place, etc. of the programme. The team worked for three days and made all the necessary arrangements for the programme. Finally, the programme was inaugurated on 6th of January 2014 by R. Nainappan - The Chairman of Aridhima Medical Education and Research Society, Jaipur.

A due emphasis was given on the practical and theoretical portion during the programme and various related techniques like Market Survey, Report Making, etc. were taught to the candidates so that they can pace themselves successfully in the field. The continuous evaluation was also conducted to get the maximum out of the programme. The personnel from MSME also evaluated the programme and made the necessary suggestion. The efforts of faculties made the students proficient enough to repair and maintain the computers. The different techniques of networking were also taught to the students. Students were also taken out for visiting local computer centers so that they can familiarize themselves with the realistic situation. Finally, the programme came to an end on 10th of March 2014. It is estimated that about twenty (23) candidates will engage themselves successfully in the field concerned.

VALEDICTORY

The valedictory of the programme was at 3 GyanMarg, Saraswati Nagar, Behind Lalit Hotel on 10/03/2014. A total number of one hundred people approximately were present in the programme. The programme was chaired by four dignitaries namely Mr. M.C Mathur (Asst. Director of MSME, Jaipur), Mr. R.K. Gupta (Mechanical Engineer), Mr. S.K. Chaturvedi (Retired Army) and Mr. R. Nainappan (Chairman, AMERS).

The Chief Guest of the session, **Sh. Laxman Sankhala (Addl. S.P., Anti Corruption Bureau, Ganganagar, Rajasthan)** was pleased to see the efforts taken. He gave emphasis on the result orientation of the programme and put light on the importance of entrepreneurs in the society. The Asst. Director MSME shared the skills of being a good entrepreneur and urged the candidates to take the maximum utilization of the programme. Chairman of Aridhima Medical Education and Research Society R. Nainappan assured help from the local body for establishing the candidates successfully. He put emphasis on being self dependent and wanted candidates to strive hard for the success. The Guest Faculty of MSME gave information about various Government schemes and assured help for the sincere pursuer. He also suggested them different ways to find success in the business. The candidates also shared their experiences during the programme at this moment and assured of making the utmost utilization of things they have learnt.

The study material compiled by AMERS with the help of MSME was also launched in this programme and the same was followed by the distribution of Certificates.

At this moment the coordinator of the programme, presented the future plans. She also thanked all the local residents and other personnel involved in the programme and urged for cooperation in future too. The programme was convened by Chairman Mr. R. Nainappan.



PROGRAMME ACTIVITIES

A team has been created for doing programme activities. The team is working to support the candidates in gaining self employment. The team is also establishing links with different organizations to employ the candidate who are interested in doing job. Seven candidates are already engaged in the field concerned and it is estimated that in future we will be able to establish approximately 23 candidates in the field successfully.



GALLERY OF PROGRAMME ACTIVITIES

Following are the snaps of different activities conducted in the Programme



PROGRAMME



PRACTICAL SESSION



Valedictory



APPENDIX

Appendix - 1

Registration Form



एमएसएमई-विकास संस्थान, जयपुर
(पूर्व में शाखा लघु उद्योग सेवा संस्थान)
MSME- DEVELOPMENT INSTITUTE, JAIPUR
(Formerly Small Industries Service Institute)



आवेदन-पत्र APPLICATION FORM

(अंग्रेजी वर्णमाला के बड़े अक्षरों में ही भरे)
(To be filled in capital letters only)

COURSE NAME:

- उम्मीदवार का नाम :
(माध्यमिक अंकतालिका प्रमाण-पत्र के अनुसार)
Name of the Candidates
(As per SSLC Certificate)
- समुदाय (जाति) :
Category
- पिता/पति/माता का नाम :
Name of Father/Mother
- आयु एवं जन्म तिथि :
Age & Date of Birth
- शैक्षणिक योग्यता एवं अंक प्रतिशतता :
Educational Qualification
& Percentage of Marks
- पत्राचार का पता, :
टेलीफोन नं० व ई-मेल आईडी सहित
Address for Communication
With Telephone No. & E-mail id
- तकनीकी अनुभव :
(यदि कोई हो तो संस्थान / संगठन का नाम)
Technical Experience if any
(Name of Institute/Organisation)
- शुल्क : (अनु.जाति/जनजाति निःशुल्क एवं महिलाओं के लिए 50% छुट)
राशि.....
संख्या..... दिनांक.....
बैंक का नाम व शाखा.....

छायाचित्र
PHOTO

नोट:-ड्राफ्ट/बैंकर्स चैक - निदेशक, एमएसएमई-विकास संस्थान, जयपुर
(DIRECTOR, MSME-D.I., Jaipur) के नाम देय हो।

- संलग्न प्रमाण-पत्रों की सूची : जाति प्रमाण-पत्र, 8वीं/10वीं की अंकतालिका, 2 फोटों एवं फोटो पहचान-पत्र (आईडी)
Details of Certificates enclosed

मैं घोषणा करता हूँ कि उपरोक्त सूचनाएं मेरी सर्वोच्च जानाकारी के अनुसार सत्य हैं, अगर मेरे द्वारा दी गई जानकारी गलत या असत्य पाई जाती है तो मेरी उम्मीदवारी कभी भी निरस्त की जा सकती है।

I hereby declare that the details furnished above are true to the best of my knowledge and belief and in case any information is found false or incorrect at any stage, my candidature may please be cancelled.

आवेदक के हस्ताक्षर / Signature of Applicant

FEED BACK FORM



MSME Development Institute,

22 Godam Industrial Estate, Jaipur

Feed Back Form

Name.....

Programme attended.....

1.	Structure of programme	Very well planned	Well planned	Less Planned	No Planning
2.	Programme arrangements	Very Relevant	Relevant	Less Relevant	Not Relevant
3.	Faculty	Very effective	Effective	Less effective	Not effective
4.	Interaction with faculty	Excellent	Very Good	Good	Fair
5.	Usefulness of programme	Very useful	Quite useful	Of limited use	Not useful
6.	Overall Impression	Very beneficial	Beneficial	Less Beneficial	Not Beneficial
7.	Faculty that impressed you (from most impressed to least impressed)	1. 2. 3. 4. 5.			
8.	Any topic to be included in the programme				
9.	Any topic to be excluded in the programme				
10.	Any suggestion for further improvement				

Date

Place

Signature
of the participant

Appendix - 3

Computer Hardware and Networking Programme - LIST OF ST CANDIDATES

Date : 06-01-2014 To 10-03-2014

S NO	NAME	FATHER NAME	MOTHER NAME	DOB	CONTACT NO	ADDRESS
1	Asha Kumari Meena	Gopal Lal Meena	Rukma Devi	07-09-1993	9929266585	A-213, Siddrath Nagar Jain Mander Ke Pass, Ta ro Ke Ke utlagatPura Road, Jaipur
2	Ashok Meena	Ramswaroop Meena	Rukmani Devi	10-01-1993	9782367302	94, Suryanagar Taron Ki Koont ,Tonk Road, Jaipur
3	Dhanraj Menna	Gopal Lal Meena	Parvathi Devi	27-04-1989	9782288677	Ghati Surajpura Siddharth Nagar Jaipur
4	Girraj Prasad Meena	Shri Kalu Ram Meena	Ganga Devi	19-03-1994	9799800861	Ghati Surajpura Siddharth Nagar Block 'a' near Terminal 2 Jaipur
5	Ghanshyam Meena	Hari Narayan Meena	Gopali	08-04-1988	9887191910	Ghati Surajpura Siddharth Nagar Block 'a' near Terminal 2 Jaipur
6	Govind Narayan Meena	Hari Narayan Meena	Gopalidevi	09-10-1986	9887175164	Ghati Surajpura Siddharth Nagar Jaipur
7	Kamlesh Meena	Kailash Chand Meena	Saraju Devi	28-02-1991	9950067306	A-Raj Vihar Siddharth Nagar 'A' Block Surajpura Jaipur
8	Kanhaiya Lal Meena	Ramswaroop Meena	Rukmanidevi	15-08-1988	9261044042	94, Suryanagar Taron Ki Koont ,Tonk Road, Jaipur
9	Mohan Lal Meena	Sita Ram Meena	Phooli Devi	05-09-1993	9887861794	Ghati Surajpura Siddharth Nagar Jaipur
10	Manoj Meena	Gulab Chand Meena	Laxmidevi	09-06-1992	9887861870	Block A Near Terminal -2 Ghati Surajpura Siddharth Nagar Jaipur
11	Madan Lal Meena	Kanaram Meena	Nina Devi	7-7-1994	7737748877	A-215 Siddrath Nagar Jain Mandir Ta ro Ki Kout ,Jaga tpura Road Jaipur
12	Manju Meena	Kalyan Sahai Meena	Manphuli Devi	02-01-1994	9782732014	Siddharth Nagar A-Block Bhadiyo Ke Dhani Jaga tpura Road Jaipur
13	Mukesh Kumar Meena	Lal Chana Meena	Mooli Devi	25-09-1986	9887223653	Ghati Surajpura Siddharth Nagar Jaipur
14	Nisha Meena	Gopal Lal Meena	Rukma Devi	04-02-1992	9929266585	A-213, Siddrath Nagar Jain Mandir Ke Pass, Ta ro Ke Ke utlagatPura Road, Jaipur
15	Om Prakesh Meena	Kailash Meena	Meera	03-05-1991	9799696564	Village;-Kandiyala Post Manota, ThJamwa Ramghard Jaipur

16	Puran Meena	Nathu Lal Meena	Naina Devi	20-02-1991	8503917274	FA;42, Siddharth Nagar Sawai Getor Jaipur
17	Rajesh Kumar Meena	Lal Chand Meena	Mooli Devi	13-09-1989	9782945303	Block A, Near Terminal -2 Ghati Surajpura Siddharth Nagar Jaipur
18	Rajesh Kumar Meena	Rameshwer Prasad Meena	Karoo Bai	09-08-1984	9782830781	V/P Kohali Prem Pura ,Th Bawanwas, Sawaimadhopur
19	Ram Ji Lal Meena	Mool Chand Meena	Gandi Devi	05-06-1989	9782858682	Block A Near Terminal -2 Ghati Surajpura Siddharth Nagar Jaipur
20	Ram Chandra Meena	Nathu Lal Meena	Manphooli Devi	2-6-1992	7737407947	A-215 Siddharth Nagar Near Jain Mandir Jagat Pura Road Jaipur
21	Roshan Meena	Gulab Chand Meena	Laxmi Devi	01-04-1994	9785451044	Block A Near Terminal -2 Ghati Surajpura Siddharth Nagar Jaipur
22	Rishi Raj Meena	Ram Charan Meena	Mohar Devi	14-04-1991	8104599304	A-14 ,Siddharth Nagar Jagatpura Road Jaipur
23	Sharvan Kumar Meena	Ramswaroop Meena	Rukmani Devi	18-11-1990	9782367302	94, Suryanagar Taron Ki Koont ,Tonk Road, Jaipur
24	See ma Kumari Meena	Satyanarayan Meena	Gully Devi	01-01-1991	8386050579	90, Laxmi Nagar Mitla Vihar Jagat Pura Jaipur
25	Sita Meena	Ram Gopal Meena	Teeja Devi	06-12-1988	9887712580	C-220, Siddharth Nagar ,New Jagatpura Road Jaipur



अनुसूचित जाति युवाओं हेतु

वपिणन प्रबंध प्रशिक्षण कार्यक्रम

आयोजक : एम. एस. एम. ई. विकास संस्थान ; भारत सरकार, जयपुर



अरिधिमा मेडीकल एज्यूकेशन एण्ड रिसर्च सोसायटी

ISO 9001:2008 UKAS CERTIFIED

Reg. No: IJA0581.12

रजि. नं. 582/जयपुर/2008.09



स्थान : प्लॉट न. 3, ज्ञान मार्ग, सरस्वती नगर, गोल्ड सुख के पीछे,मालवीय नगर, जयपुर – 302017

कोर्सविवरण

दिवस	दिनांक	विषय
प्रथमसप्ताह		
सोमवार	06.01.2014	पंजीकरण एवम् उदघाटन, कार्यक्रम की रूप-रेखा
		कम्प्यूटरहार्डवेयरपरिचय
मंगलवार	07.01.2014	मदरबोर्ड, प्रोसेसर,रैम,
		हार्डडिस्क
		सीडीड्राइव, डीवीडीड्राइव, फ्लोपी
बुधवार	08.01.2014	डिस्कड्राइव
		की-बोर्ड
		माउस
गुरुवार	09.01.2014	विडियोकार्ड, साउण्डकार्ड
शुक्रवार	10.01.2014	मोनिटर, एल.सी.डी., मोडेम, स्पीकर
शनिवार	11.01.2014	कम्प्यूटर एसेम्बलकरना
		कम्प्यूटरकेबिनेट
द्वतीय सप्ताह		
सोमवार	12.01.2014	मदरबोर्ड, सी.पी.यू., सी.पी.यू. फेन
		मेमोरी, हार्डडिस्कसी.डी. ड्राइव, डी.वी.डी. ड्राइव
		फ्लॉपीडिस्कड्राइव
		विडियोकार्ड, साउण्डकार्ड
मंगलवार	13.01.2014	पावरसप्लाइपावरकनेक्शनकरना
		इनपुट / आउटपुटकनेक्टरफोटकरना
बुधवार	14.01.2014	एसेम्बलिंगप्रेक्टिकल
		विन्डोज98इन्स्टॉलकरना

गुरुवार	17.1.2014	विन्डोज़ एक्स.पी. इन्स्टॉलप्रेक्टिकल
शुक्रवार	20.1.2014	विन्डोज़विस्टाइन्स्टॉलकरना
		विन्डोज़7इन्स्टॉलप्रेक्टिकल
शनिवार	22.1.2014	विन्डोज़8इन्स्टॉलप्रेक्टिकल
		डिस्प्लेड्राइवरइन्स्टॉलप्रेक्टिकल
		डिस्प्लेड्राइवरइन्स्टॉलकरना
		साउण्डड्राइवरइन्स्टॉलकरना
तृतीय सप्ताह		
सोमवार	25.1.2014	साउण्डड्राइवरइन्स्टॉलप्रेक्टिकल
		लेनकार्डड्राइवरइन्स्टॉलकरना
		लेनकार्डड्राइवरइन्स्टॉलप्रेक्टिकल
मंगलवार	28.1.2014	एम.एस. ऑफिस 2003 इन्स्टॉलकरना
		एम.एस. ऑफिस 2003 इन्स्टॉलप्रेक्टिकल
बुधवार	29.1.2014	फोटोशॉप, पेजमेकरइन्स्टॉलप्रेक्टिकल
		एम.एस. ऑफिस 2007 इन्स्टॉलप्रेक्टिकल
गुरुवार	31.1.2014	कार्लड्रा 11, 12 इन्स्टॉलकरना
		कार्लड्रा 11, 12 इन्स्टॉलप्रेक्टिकल
शुक्रवार	02.02.2014	टेली 6.3, 7.2, 9.1 इन्स्टॉलकरना
		टेली 6.3, 7.2, 9.1 इन्स्टॉलकरना
शनिवार	12.02.2014	प्रिन्टरकापरिचय
		प्रिन्टर के प्रकार, डॉटमेट्रिक
		लेजरप्रिन्टरकोइन्स्टॉलकरना
चतुर्थसप्ताह		
सोमवार	15.02.2014	स्केनरकापरिचय एवंप्रकार
		स्केनरकोइन्स्टॉलकरना
		प्रिन्टरकोइन्स्टॉलकरना
मंगलवार	22.02.2014	डिस्प्लेनहींआनेपरचेककरना
		केबलकोचेककरना
		मदरबोर्ड की प्रोबलम
बुधवार	24.02.2014	क्रॉसकेबलबनाना
		क्रॉसकेबलबनानेकाप्रेक्टिकल
गुरुवार	26.02.2014	क्रॉसकेबल / स्टेटकेबलकाउपयोग
शुक्रवार	28.1.2014	लेनस्विच की जानकारी
		केबलकोस्विचसेजोड़ना
शनिवार	01.03.2014	नेटवर्कसॉफ्टवेयरइन्स्टॉलकरना
		नेटवर्कसॉफ्टवेयरइन्स्टॉलप्रेक्टिकल
पांचवासप्ताह		

सोमवार	02.03.2014	डीएचसीपीसर्वरसंरचना
मंगलवार	03.03.2014	आई.पी. की जानकारीपी.सी. को एक दुसरेसे जोड़ना
		आईआई.पी. बनाना एवंडालना
		आई.पी. डालनेकाप्रेक्टिकल
बुधवार	04.03.2014	ऑफिसनेटवर्ककोइन्स्टॉलकरना
गुरुवार	05.03.2014	ऑफिसनेटवर्कइन्स्टॉलकरनाप्रेक्टिकल
		शेयरिंगकरना
		फाइलों एवंफोल्डर की साझेदारी
		शेयरिंगकरनाप्रेक्टिकल
		फाइल शेयरिंगप्रेक्टिकल
शुक्रवार	06.03.2014	प्रिन्टर शेयरिंगप्रेक्टिकल
		इन्टरनेट शेयरिंगप्रेक्टिकल
शनिवार	07.03.2014	बाजारसर्वेक्षण
		तकनीकीप्रशिक्षण
		प्रोजेक्टरिपोर्टबनाना
		प्रोजेक्टरिपोर्टबनाना (प्रतिभागियों द्वाराअभ्यास
		वित्तप्रबन्धन (बहिखाते की जानकारी)
		पूर्णमुल्यांकनसम्पूर्णकार्यक्रम
सोमवार	10.03.2014	कार्यक्रमकामूल्यांकन एवम् समापन

FOLLOW UP REPORT, JAIPUR

S. NO	Name of Participant	Address	Contact No	Self Employment			Job	
				Name of Businesses	Total Investment	Loan Amount	Name of Organization	Designation of Job
1	Asha Kumari Meena	A-213, Siddrath Nagar Jain Mander Ke Pass, Taro Ke Keut Jagat Pura Road, Jaipur	9929266585	Own	100000			
2	Ashok Meena	94, Suryanagar Taron Ki Koont, Tonk Road, Jaipur	9782367302					
3	Dhanraj Meena	Ghati Surajpura Siddharth Nagar Jaipur	9782288677					Computer Operator
4	Girraj Prasad Meena	Ghati Surajpura Siddharth Nagar Block 'a' near Terminal 2 Jaipur	9799800861	Own	100000			
5	Ghanshyam Meena	Ghati Surajpura Siddharth Nagar Block 'a' near Terminal 2 Jaipur	9887191910	Own	100000			
6	Govind Narayan Meena	Ghati Surajpura Siddharth Nagar Jaipur	9887175164					Data Entry Job
7	Kamlesh Meena	A-Raj Vihar Siddharth Nagar 'A' Block Surajpura Jaipur	9950067306					
8	Kanhaiya Lal Meena	94, Suryanagar Taron Ki Koont, Tonk Road, Jaipur	9261044042	Own	100000			
9	Mohan Lal Meena	Ghati Surajpura Siddharth Nagar Jaipur	9887861794					
10	Manoj Meena	Block A Near Terminal -2 Ghati Surajpura Siddharth Nagar Jaipur	9887861870					
11	Madan Lal Meena	A-215 Siddrath Nagar Jain Mandir Taro Ki Kout, Jagatpura Road Jaipur	7737748877	Own	100000			
12	Manju Meena	Siddharth Nagar A-Block Bhadiyo Ke Dhani Jagatpura Road Jaipur	9782732014				AMERS	CHAN-Coorinator
13	Mukesh Kumar Meena	Ghati Surajpura Siddharth Nagar Jaipur	9887223653					
14	Nisha Meena	A-213, Siddrath Nagar Jain Mandir Ke Pass, Taro Ke Keut Jagat Pura Road, Jaipur	9929266585	Own	100000			
15	Om Prakesh Meena	Village:-Kandiyala Post Manota, Th Jamwa Ramghard Jaipur	9799696564				Shop	Computer Operator
16	Puran Meena	FA;42, Siddharth Nagar Sawai Getor Jaipur	8503917274					
17	Rajesh Kumar Meena	Block A, Near Terminal -2 Ghati Surajpura Siddharth Nagar Jaipur	9782945303	Own	200000			
18	Rajesh Kumar Meena	V/P Kohali Prem Pura, Th Bawanwas, Sawaimadhopur	9782830781					
19	Ram Ji Lal Meena	Block A Near Terminal -2 Ghati Surajpura Siddharth Nagar Jaipur	9782858682	Own	100000			
20	Ram Chandra Meena	A-215 Siddharth Nagar Near Jain Mandir Jagat Pura Road Jaipur	7737407947				Shop	Computer AMC
21	Roshan Meena	Block A Near Terminal -2 Ghati Surajpura Siddharth Nagar Jaipur	9785451044	Own	100000			
22	Rishi Raj Meena	A-14, Sidharth Nagar	8104599304				Gujarat	Computer

		Jagatpura Road Jaipur					Company	Operator
23	Sharvan Kumar Meena	94, Suryanagar Taron Ki Koont, Tonk Road, Jaipur	9782367302					
24	Seema Kumari Meena	90, Laxmi Nagar Mithla Vihar Jagat Pura Jaipur	8386050579	Own	100000			
25	Sita Meena	C-220, Siddharth Nagar, New Jagatpura Road Jaipur	9887712580	Own	100000			

EVALUATION BY THE PEOPLE

<p>Ajay Kumar Ahluwalia Ex- Group General Manager Rajasthan State Mines & Minerals Co Jaipur</p>	<p>It was pleasure to visit Amal Fire Engineering and Safety Management Institute. Took knowledge of course. I would set up very good and exp educ education imparted was good. I wish institute success.</p> <p><i>meenu</i></p>
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