

Appendix

Sl.No	Topic & Subtopics	Duration (in hours)		
Nano Entrepreneur (Street Vendor)				
1(A)	<u>Orientation Content -Domain</u>	6 hours (360 minute)		
	a. Concept of Marketing Mix	60 minutes		
	b. Execution of Basic Vending Operation	60 minutes		
	c. Customer analysis	60 minutes		
	d. Basic customer relation building	60 minutes		
	e. Basic business planning	60 minutes		
	f. Selection of vending business	60 minutes		
(B)	<u>Orientation Content – Soft Skills</u>	4 hours (240 minutes)		
	a. Time management	40 minutes		
	b. Decision making	40 minutes		
	c. Communication Skills	40 minutes		
	d. Planning skills	40 minutes		
	e. Problem solving	40 minutes		
	f. Effective Listening	40 minutes		
(C)	<u>Orientation Content – Familiarization to the Assessment Process and Term</u>	2 hours (120 minutes)		
	Assessment Process	60 minutes		
	Mock Test	60 minutes		
Total Duration -Orientation-(A+B+C)		720 Minutes (12 hours)		
2	<u>Upskilling</u>	36 hours (2160 minutes)	Theory (720 minutes)	Practical (1440 minutes)
	a. Digital Literacy	60 minutes	20 minutes	40 minutes
	b. Financial Literacy	300 minutes	100 minutes	200 minutes
	c. Basic English Speaking skills	300 minutes	100 minutes	200 minutes
	d. Entrepreneurial Skills	300 minutes	100 minutes	200 minutes
	e. Marketing and Networking Skills	300 minutes	100 minutes	200 minutes
	f. Supervisory Skills	300 minutes	100 minutes	200 minutes
	g. Resource Procurement and Evaluation Skills	300 minutes	100 minutes	200 minutes
	h. Appropriate Application of Marketing Techniques	300 minutes	100 minutes	200 minutes
Total Duration -Bridge Course		2160 Minutes (36 Hours)		
Total Course Duration (Orientation + Bridge)		2880 Minutes (48 Hours)		