

## **Certificate Course on Entrepreneurship in Solid Waste Management Curriculum (March-May 2022)**

### **Course Description**

#### **Unit 1 (4 hours) Demystifying Entrepreneurship**

1. Introduction to Entrepreneurship
  - Defining entrepreneurship
  - Factors influencing entrepreneurship
  - Characteristics of entrepreneurs
  - Risk and benefits associated with entrepreneurship
2. Self- awareness as a prerequisite for entrepreneurship
  - SWOT Analysis and its importance
  - SWOT Analysis at individual and organizational level
  - Strategy to convert weakness into strengths
  - Strategy to convert challenge into opportunity
3. Taking the first step: Setting up an organization
  - Types of organizations
  - Procedures to set up organization
  - Statutory compliance in setting up organization

#### **Unit 2 (4 hours) Understanding Solid Waste Management**

1. Introduction to Solid Waste
  - Meaning, types and characteristic of solid waste
  - Global and local trends in generation of solid waste
  - Opportunity- Threat analysis of solid waste
2. Solid Waste Management
  - Meaning and importance
  - Components of solid waste management
  - Analysis of current status of management of solid waste in India
  - Challenges faced by the sector

#### **Unit 3 (5 hours) Grasping Policy Frameworks**

1. Overview of Solid Waste Management Rules
  - Solid Waste Management Rules 2016

- Plastic Waste Management Rules 2021
  - E-Waste Management Rules 2021
  - Bio-Medical Waste Management Rules 2016
  - Construction & Demolition Rules 2016
  - Hazardous and other waste (Management and Transboundary Movement) Rules 2016
2. Overview of other linked policies and guidelines at state and local governance level
  3. Overview of Guidelines, Policies and Schemes on Entrepreneurship in India
  4. Linkage Between Policy Framework and Business Opportunity

**Unit 4** **(16 hours)**  
**Exploring Opportunities in Supply Chain of Solid Waste Management**

1. Collection, Storage and Transportation of waste: Equipment & Infrastructure
  - Methods of waste collection
  - Functional details of bins and vehicles
  - Business opportunity in collection and transportation
  - Material Recovery Facility
2. Recycling of Compostable Waste Material
  - Composting types and model
  - Decentralized vs. centralized composting model
  - Manual vs semi-mechanized vs mechanized model
  - Marketing of compost
  - Anaerobic Digestion and other methods of treatment
3. Recycling of Non-Compostable Waste Material
  - Recycling technologies for different waste commodities
  - Market for recycled products and their application
  - Circular economy
4. Sanitary Landfill
  - Landfill reclamation
  - Marketing of RDF/SCF
5. Waste Management Compliances
6. IEC as a business opportunity

**Unit 5** **(8 hours)**  
**Developing Business from Opportunities**

1. Exploring opportunities
  - Situational analysis
  - Problem identification and objective setting
  - Stakeholder mapping
2. Developing plans
  - Business design

- Business pitch
- Technical proposal
- Financial proposal

## **Unit 6**

**(4 hours)**

### **Financial evaluation of projects and partnerships models**

1. Assessing financial feasibility of business opportunities
  - Importance of assessment
  - Cost-benefit analysis
  - Return on investment
2. Partnership in business
  - Importance of partnership
  - Factors affecting partnership
  - Models of partnerships

## **Unit 7**

**(10 hours)**

### **Implementing the Plan**

1. Pre- implementation phase
  - Site Survey
  - Brainstorming for Readiness
  - Resource Mobilization
  - Training of manpower
2. Implementation phase
  - Revisiting business/project plan
  - Operations and maintenance
  - Financial Management
  - Documentation
  - Monitoring and evaluation
  - Communication
3. Post Implementation phase
  - Impact Assessment
  - Reporting

## **Unit 8**

**(4 hours)**

### **Marking Presence through Branding and Marketing**

1. Understanding branding and marketing
  - Basics of branding and marketing
  - Impact of marketing
2. Marketing Strategies
  - Platforms for marketing
  - Important tools for branding and marketing of service/product
  - Strategies of marketing and branding