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## CII to tie up with NGO for training SHGs

Staff Reporter

CHENNAI: The Confederation of Indian Industry will sign a memorandum of understanding on Thursday with Hand-in-Hand, a Kancheepuram-based non-government organisation, to train 1,500 self-help group entrepreneurs in Kancheepuram, Villupuram, Tiruvallur, Thiruvannamalai and Vellore districts.

The agreement, to be signed at a seminar being organised by the CII's southern region, also envisages training 330 trainers in entrepreneur development skills.

According to a release, CII president R. Seshasayee will release the 'micro entrepreneurs manual' for SHGs at the seminar on 'rural empowerment-entrepreneurial skills development.' The manual will cover the latest trends in business practices, marketing strategies, quality standards and pricing patterns.

T.T. Ashok, chairman of the corporate social sub-committee of CII-SR, said most of the SHGs lacked marketing techniques, branding, quality and skills required for scaling up their enterprises. The manual would act as a channel for the fresh entrepreneurs in carrying forward their business.

A panel discussion on 'role of stakeholders in enhancing the business skills of rural entrepreneurs,' in which the role of micro-finance institutions, micro-enterprise models, business mentoring and public sector banks in enterprises creation, would be organised.

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