



NSSE CERTIFICATE COURSE

Introduction:

Nabil SSE provides platform for individuals to present their creative ideas and solution through social enterprises, promote and develop social entrepreneurs in all the provinces of Nepal, facilitate access to finance, raise the profile of social entrepreneurs. The program supports learning that builds leadership capacity and those creating change in the society. Nabil SSE has partnered with colleges from each province to offer Certificate Course in Social Entrepreneurship. It aims to train 700 students per year, 25 per cohort, 28 cohorts per annum across all 7 provinces.

A three-month long course aims to build entrepreneurial mind-set, develop a business model with feasible solution and is ready to receive a bank loan.

Our approach towards supporting social entrepreneurs will fall short if we do not endeavour to create a robust ecosystem that will serve their need. There are innovative people waiting for a chance, someone to hold their hand and guide them to realize their innate potential – and that is what we are committed to do. It is for our commitment to Sustainable Development Goals, and our method is to promote people with enterprising ideas solving society's most complex problems.

This document details out the spirit of Certificate Course and the course structure to help partnering colleges implement it.

Who can apply for the Course? The Profile of a Candidate for the Certificate Course

This course offers to invite applications from diverse group of people, improving accessibility to Social Entrepreneurship Learning across Nepal. The course would accept applications from anyone who is 18years old and above, has functional knowledge of Nepali and/or English language, committed to give 14 days to the course and minimum 90% attendance, is passionate and motivated to bring social change and demonstrates ability to commit to take their social enterprise idea forward. S/he should be able to pay the 5000 NPR for the course.

Essentials of Social Entrepreneurship Certificate Course: Building pillars

The course is built on 4 pillars:

- **Knowledge** (SDGs, what is a social enterprise, who is a social entrepreneur, venture typology, legal definitions, business accounting, marketing and communication, funding for social ventures)
- **Skillset** (what is your problem, developing business model canvas, building partnerships, community assets mapping, social innovation, measuring social impact)



- **Mindset** (WHY, creating profile of self as a social entrepreneur, System Thinking, Human-Centered Design, Theory of Change)
- **Resources** (seed funding, access to networks, pilot/prototype, physical space)

The course is a Non-Credit Course and participants will be offered with a 'Certificate of Participation' from NSSE and Partnering College in the respective Province. It is positioned as a Learning Course aligned to help individuals set-up their own social business and build the social impact ecosystem.

Course Structure

The Course is structured for 14 days spread over 3 months with three major components:

- Expert & Witness Sessions (8 Contact Days)
- Worktables/Coaching Sessions (4 Days)
- Visit to Social Enterprise (2 Days)

The suggested structure of the Course is as follows:

Days		
Day 1	<p>Introduction to the Course</p> <p>Introduction to Social Entrepreneurship</p> <p>Developing YOUR business idea: Business Opportunity Identification, Using BMC/tools to explore their business idea with social purpose</p>	<p>Witness Session: A person who has lived the experience of running a social enterprise, articulated his/her purpose & integrated it into the social impact created through the work of their enterprise</p>
Day 2	<p>Developing Social Leadership Style & Skills: Learn to persuade others to adopt and run with your ideas, Learning the improve your ability to work with and through others to drive personal and business success (Explore Julian Stodd's NET- Narrative, Engagement, Technology model of Social Leadership)</p>	<p>Legal Structures, Registration & Taxation: Starting a business venture poses the challenge of selecting a business structure, which will have both legal and tax implications, a monumental step to formation of new business, understanding the implications, advantages and disadvantages of each legal status</p>



Day 3	A Social Entrepreneur's Guide to Managing Money: A non-finance person's guide to understanding the sources of finance for a social enterprise; setting up a simple accounting system & creating a budget; Introduction to Working Capital management and Capital formation	Time & Resource Management: Becoming effective at translating big ideas into practical actions using project management tools & techniques
Day 4	Work-table 1: Thrive on Your full potential (Understanding Self and engaging with stakeholders to harness your full potential)	
Day 5	Field Visit 1: <i>Social enterprise that provides skill development and employment opportunities for rural women through the production of handcrafted home furnishings & accessories (an example)</i>	

Days		
Day 6	Worktable 2: Understanding Sustainable Development Goals and align your work with its achievement; how action in one area will affect outcomes in others ensuring balance in social, economic and environmental sustainability	
Day 7	Integrating Technology into your Social Enterprise: Identifying problems that can be solved with technology, brainstorm solutions, and create an action plan for adopting technology into your social enterprise activities & offerings	Mind of an Entrepreneur: Developing cognitive skills by knowing and honing entrepreneurial characteristics of positive attitude, growth mindset, creative thinking, intrinsic motivation and drive, tenacity and ability to learn from failure
Day 8	Work Table 3: Goal Setting and Planning for future – Become aware of what you want to achieve and how to go about doing it, be able to more accurately assess and measure your ability to accomplish the goals and develop a plan that can guide you along the way and keep you on track	



Day 9	Writing a Funding Proposal & Developing a Pitch Deck: Preparing a funding proposal for a donor or making a pitch to an investor needs skills and these can be developed through method and instruction	Personal Story telling – Use of Social Media and Digital Communication: Storytelling is an art and it needs to be developed and practiced, Creating a personal brand using social media,
Day 10	Social Impact of Your Enterprise: Exploring the dimensions of social impact; moving towards creating indicators to assess the impact of your work; finding existing policies & initiatives that could support you in impact creation	The Art of handling Difficult Conversations: Techniques to proactively approach ‘difficult conversations’ with the goal of maintaining harmonious relationships & moving towards resolutions

Days		
Day 11	Marketing & Branding for Social Entrepreneurs: Introduction to Marketing & Marketing Mix, Creating a toolbox for moving from idea to product to value for customers; understanding the essentials of branding; creating an action plan	‘Finding Your Voice’ as Social Entrepreneurs: Learn to embrace your unique difference, empower yourself and others, and expand creative and innovative thinking; encourage open-mindedness, improve your wellbeing
Day 12	Field Visit 2: <i>Social enterprise that improves farmer’s income by using multi-pronged approach to connect farmers directly to the customer, improve productivity and enhance quality of their produce (an example)</i>	
Day 13	Worktable 4: Meeting an Investor – Communicate about your business, what does your company do, what impact are you creating in the society, what is your ‘ASK’?, How many customers do you have (create a mock interview style session for all participants to practice meeting an investor/banker)	



Day 14	Witness Session: Invite a social entrepreneur who can share his/her journey through exhibiting resilience, patience and trusting the gut to lead on social purpose and run the business	Reflections and Celebrations Invite a few guests to interact with the batch and make each student share their story, about their business idea and their experience of the course
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There could be other topics to develop attitudes, skills and knowledge that are ‘NICE’ to have:

- **ATTITUDES – Nice to have:**

Fighter, humble, open-minded dare to try new things, tranquil, exude confidence, strong & bold, go on and let go, generosity, being happy & content, work with the minimum, achievement, being inspired, willing to share

- **SKILLS - Nice to have:**

practical, self-development, embrace it and earn it, know your goals, good listener, writing, know what you need and go with it, gender equality, back to basics, creativity, great leadership

- **KNOWLEDGE – Nice to have:**

Behaviour aligned with leadership, keeping up with your game, earn your place by self-development, be a master of your business, need to learn of things you want to implement, go deeper into the cause, growth.

Guidelines to Course Delivery

It is important to note that the above structure is dynamic and can be adapted to the learning needs of the participants. The respective college coordinators can move sessions but should conduct the overall programme for minimum 14 days as given above. It is also important to note that 14 days should be spread across 3 months with active engagement from college and the course participant. It would not be in the right spirit of the course to deliver it say, at a stretch for 14 days or 7 days bi-monthly.

Every session should be ended with a reflection and feedback so that it can be looped in for improvement in future. It is also suggested that minimum work-day of the certificate course should be 5-6 hours, ideally from 10 am to 5 pm with 1-hour lunch-break and two short breaks.

The day can also be divided to include 3 sessions instead of two as suggested, however this should not hamper the learning of participants. Field visits should ideally be facilitated in such a way that all participants can visit together on a particular day, however if it is difficult then it could be done in smaller batches.



The Course can be delivered using following methods & tools:

- Classroom teaching
- Workshop and Sessions
- Self-Learning
- Field Work
- Case Studies
- Group Work
- Reports and Presentation
- Assessments (not tests)

Course Timeline

The dates for 1st four cohorts to be delivered by all the partnering colleges across the country are as follows:

1 st Cohort	1 st May – 31 st July 2022
2 nd Cohort	1 st Aug – 30 th October 2022
3 rd Cohort	1 st Nov 2022 – 31 st Jan 2023
4 th Cohort	1 st April – 30 th June 2023

There is a gap of 2 months between the 3rd and 4th cohort to allow NSSE to review and do course-correction if needed to launch it for the next year.

Application & Selection of Candidate for Certificate Course

An application form designed by NSSE will be shared with all the partner colleges to be used with joint branding. The application form would ask for basic candidate details along with one simple question on 'Why would you like to join the Certificate Course?'. Once the candidate fills in the application and submits it to the college, College can be decided on the candidature either based on the application or personal interview whichever may be the case. Once the applicant is selected, they would be given a letter of admission and an NSSE Certificate Course Participant ID.



Outreach for mobilizing applications (Call for Applications)

An effective outreach and communication plan must be put in place for mobilizing applications for this course across 7 provinces. It is also suggested that a strong campaign in the next one month is needed to inform people about this course at local province/district level. The communication in the beginning will also set the expectations from this course. It is important that the message around 'barrier-free entry' to join this course must gain prominence and motivate people from all walks of life to apply for this course. It would also be good if we can have a system for an year round 'Open Call for Applications' that can enable people applying for the subsequent cohorts without waiting for the next announcement to apply.

Few steps to be taken:

- NSSE, Nabil Bank Province head and Partnering College in the Province to take out a joint message in the local newspaper to let people know about the Certificate Course
- College Website to have information on the Certificate Course and application form
- College to send out message to all its students and students who have graduated in the last 5 years about this course
- Send SMS to bank customers in the province about the Certificate Course
- Each Nabil Bank Branch in every province to put up a poster about the Certificate Course with details of the College offering the course in their respective province
- NSSE to make creatives to be posted on social media and circulate among all partners
- Involve local Chambers of Commerce, Municipal Offices to spread the message

Who can deliver the Course?

The Course can be delivered by resources persons from within the partner colleges or from the wider ecosystem in the province. It could be an academic faculty from your college, or a practitioner from the province, or a freelancer or a corporate professional.

You will need Experts. You will need Witnesses.

Who is an expert?

Expert is an individual who is mapped to skill, practical to know his/her knowledge beyond theory. Only knowledge + skill is not enough, their ability to share is equally important. They should be able to facilitate action from the participants. Their choice of words while delivering context should be jargon free. They are willing to co-design the session/workshop with you. They know the skill and YOU know the participants.

Who is a Witness?

Witness is an individual who has lived the first hand lived experience, a journey of both success & failure. They could be a social entrepreneur or an entrepreneur or a businessperson. They are willing to share – be comfortable and be vulnerable – be open to be asked difficult questions from the



participants. Ideally, it should be a person you have or you can witness - evidence of them talking – youtube/webinar. You will have to curate the relationship go meet once or twice or thrice, ask Qs and follow-up Qs – help them build a narrative of their journey – the narrative they are willing to share. Do note that a witness's scale is not a factor – it could be a millionaire/billionaire or someone running a small business. A witness does not have to be an expert. A witness's role is to make them feel they are not alone.

Role of Key Stakeholders to deliver this Course

We have multiple individuals/organisations who will individually and collectively play their own respective roles to be able to successfully deliver this course.

Role of the college (course) coordinator

- You are the custodian of the learning course.
- You are the face of the course for the students/participants.
- You are the bridge between NSSE and your college.
- You hold the space for the students – sessions or worktables or 1-1 conversations.
- You design, facilitate each session, find the right person to deliver it, be it you.
- You ensure that actions (of the course and students) are aligned to the learning outcomes.
- You will lead the sourcing of 100 participants in collaboration with NABIL team.
- You will have to be brave.

Role of the college

- You offer the physical space where the participants come together to learn.
- You offer freedom & support to course coordinator to do what is best for the students.
- You mobilize resources within your network, to create awareness about the course and SE ecosystem.
- You are the bridge between the students and the local ecosystem/stakeholders.
- You offer your pool of resources, coaches, experts to deliver sessions.
- You offer your resources in sourcing the 100 participants each year.

Role of the province head

- You offer access to your network and resources within your province to the college/course coordinator.



- You offer your expertise in form of a workshop or a session (*a province head who is an expert in budgeting and accounting may offer a session*)
- You support the course coordinator in sourcing the 100 participants.
- You will coordinate with both the college and the NSSE.
- You will engage in monthly meetings with college/course coordinator and NSSE.

Role of NSSE

- You guide the college and the course coordinator on course design, delivery, and facilitation.
- You offer centralized social media plan/content for promotion of the course and ‘buzz’ of the SE ecosystem.
- You help colleges in sourcing the 700 participants.
- You offer feedback on the delivery of the course via observations/visits.
- You will monitor the learning outcomes of the course.
- You will release timely payments to colleges for smooth operations in the delivery of the course.

Good to have from the College Partner

- Use existing human resource at the reception/front desk to issue application form and collect filled-up forms for the Certificate Course
- Use College IT team to post Application form on its website and social media page
- Disseminate information about the Certificate Course and the call for application via their network, alumni
- Mobilize its students, college representatives and faculty network to spread awareness about the Certificate Course
- Closely monitor the Course delivery to ensure that it is carried out in the spirit of NSSE Vision
- Closely monitor the sessions, compile feedback collected from the participants and share with Province Heads and NSSE
- Be flexible and open to revise the sessions and modules so as to meet the expectation of the participants
- Support College Coordinator to identify expert, coach for the Certificate Course
- Be open and take ownership towards implementing this Certificate Course so as to inspire social entrepreneurship development in the society



BUDGET

Certificate Course Cost	700 students, 25 per cohort, 4 cohorts per province per year		
		Total Budget (NPR)	For each Partnering College (NPR)
Honorarium to Resource Person - Experts/Witness	NPR 25000 per month*12 months*7 provinces (Min. 5 sessions per month)	21,00,000	3,00,000
Honorarium to Coach	NPR 25000 per cohort * 7 colleges * 4 cohorts per college (Min. 5 sessions per cohort)	7,00,000	1,00,000
Honorarium to Faculty	Probono services to the Centre		0
College Centre Development	Developing a room as NABIL Centre for Social Entrepreneurship	14,00,000	2,00,000
College Course Coordinator	NPR 25,000 * 12 months * 7 provinces	21,00,000	3,00,000
Stationery & Programme collaterals	Programme stationery & Printing of materials NPR 100000*7 provinces	7,00,000	1,00,000
Travel of experts, witness	On actuals NPR 100000*7 provinces	7,00,000	1,00,000
Admin cost for college	NPR 100000 per annum*7 provinces	7,00,000	1,00,000
Contingency Expenses	5% of the Course Cost	3,85,000	55000
TOTAL		87,85,000	12,55,000