

PROGRAMME PACKAGE

1989-90



**ENTREPRENEURSHIP DEVELOPMENT INSTITUTE
OF INDIA**

Sponsored by IDBI, ICICI IFCI, & SBI

PROGRAMME PACKAGE

A. Institutionalising Entrepreneurship Development & Institution Building

In Institution Building EDI organises

- Entrepreneurship Development Programmes (EDPs) to demonstrate the efficacy and replicability of EDP as a tool to create entrepreneurial awareness as also to identify, select, train and develop first-generation entrepreneurs from non-traditional, non-commercial target groups.
- EDPs for specific target groups to achieve a special objective.
- Training programmes for Teachers of Engineering/Polytechnic institutions of various states for providing an orientation on Entrepreneurship Development to help them initiate courses on Entrepreneurship in their respective institutions.
- Accredited Trainers' Course to provide trained man-power to EDP conducting organisations for organising result-oriented EDPs and produce well-rounded entrepreneurs for identifying, planning, implementing and profitably running commercially viable enterprises.
- Skill Development Programmes for sharpening the knowledge and skills of Entrepreneur Trainer-Motivators (ETMs) and Appraisal Officers of State Finance Corporations in assessing entrepreneurial competencies.

- Programmes for Existing Entrepreneurs for strengthening their entrepreneurial competencies to help them manage their enterprises effectively and design strategy for expansion/growth.
- Interaction with officials of support organisations/Industries Departments of various governments for allocating adequate funds for entrepreneurial development activities.

B. Sensitising Environment

To create a conducive environment for the blossoming of new entrepreneurs, EDI organises the following programmes :

- Orientation Programmes in entrepreneurship development and co-related activities for the implementation-level officers of the support organisations.
- EDP Appreciation Programmes for senior and policy-level officers to make them conversant with all the aspects of and issues involved in entrepreneurship development.
- Extension Motivation Programmes to help officers of support organisations in self-introspection and to sensitise them towards others' needs so that they extend best possible assistance to first-generation entrepreneurs.
- Seminars on New Selection Technique for assessing entrepreneurial capabilities.
- National Trainers' Meet and Chief Executives' Conference to share experiences in the field of ED amongst trainers from all over the country and discuss EDP related problems and issues.

C. New Markets Explorations

- New Training Modules for specific target groups are developed and experimental EDPs are conducted for target groups such as, women, ex-servicemen, science graduates in Agriculture, etc., for identifying their training needs. Special surveys, data collection and analysis of data on the development of training modules are undertaken.
- Research in the area of Entrepreneurship to understand the needs of small-scale entrepreneurs for promoting growth of their enterprises and development of entrepreneurial competencies for initiating export-oriented enterprises will be carried out. Seminars will be organised to share the findings of such research studies.
- Special audio-visuals are developed on important themes such as, Opportunity Guidance and Product Processes. Manuals for Project Report Preparation and Opportunity Guidance are also made available to the practitioners.

D. Resource - Knowledge Generation and Spread

- Studies are undertaken in critical areas of entrepreneurship development e.g. development of rural poor entrepreneurs, study of first-generation entrepreneurs, study of trainers' competencies, study of process of product selection by entrepreneurs, etc.
- Research projects such as, Evaluation of EDPs, Role of Rural Entrepreneur as a change-agent, Documentation of existing

courses and curricula in educational institutions, etc., are undertaken to focus on 'Environment and Intervention'.

- Workshops/Seminars are organised to share the knowledge on specific themes such as, Evaluation of EDPs, Problems & Prospects of Women Entrepreneurs, Impact Making Entrepreneurs, etc.
- Documentation, Evaluation, Working Papers, Research Studies, critical and creative Articles on ED and co-related activities are undertaken for publication purpose.

Available Publications :

'A Handbook for New Entrepreneurs'

'Developing New Entrepreneurs'

'EDP and its relevance to Developing Countries' and

'Self-made Impact Making Entrepreneurs'

Available Teaching Aids :

Video Cassettes : Success Stories of
5 EDP trained
entrepreneurs.

Assessing Entrepreneurial Potential
(FBEI technique).

Kit : For Achievement
Motivation Training
(AMT) games.

E. Assistance to Developing Countries

- Holding of 3-day Appreciation Programme.
- Country Survey.
- Selection and training of Trainers.
- Identification of opportunities and Orientation and Appreciation programmes for support organisations.
- On-the-job training to Trainers by helping them conduct EDPs.
- 5-day interaction with top-level officers of all related organisations to provide feed back, discuss and finalise steps required to regularise the ED activities.
- Working out of Report touching target groups, Resources, Potential enterprise building areas, Policy frame-work, Organisation set-up and future direction.

SCHEDULE OF ENTREPRENEURSHIP TRAINING ACTIVITIES OF EDI

(April 1, 1989 to March 31, 1990)

| Sr. No. | Activity | Location | Period | Remarks |
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| A. INSTITUTIONALISING ENTREPRENEURSHIP DEVELOPMENT & INSTITUTIONAL BUILDING | | | | |
| 1. | National Accredited Trainers' Course (9th ATC) | Ahmedabad | 12-09-89 to 24-10-89 | <p>A 6-week residential course specially designed for developing Entrepreneur Trainer-Motivators (ETMs).</p> <p>The programme focusses on developing knowledge, skills and attitudes of ETMs to help them carry out EDP related activities effectively.</p> <p>CEDs/IEDs/TCOs/Banks/Educational Institutions and other training institutions involved in Entrepreneurship Development (ED) can sponsor participants.</p> |
| 2. | Training Programme for Teachers of Engineering/Polytechnic institutions of various states : | | | <p>Orientation on Entrepreneurship Development for teachers to help them in initiating/ implementing courses on Entrepreneurship in educational institutions in order to encourage students to look at entrepreneurial</p> |
| a) | Gujarat | Ahmedabad | 15-06-89 to 29-06-89 | activity as an effective alternative to employment. |
| b) | Rajasthan & M.P. | Ahmedabad | 27-06-89 to 11-07-89 | Teachers of Engineering/Polytechnic institutions of the respective states can be nominated for the programme. |
| c) | J&K/Punjab/H.P./ Western U.P. | Delhi | 07-08-89 to 19-08-89 | |
| d) | Kerala & Tamilnadu | Trivandrum | 21-08-89 to 02-09-89 | |
| e) | Bihar & Eastern U.P. | Patna | 11-09-89 to 23-09-89 | |
| f) | West Bengal & Orissa | Bhubaneswar | 22-09-89 to 06-10-89 | |
| g) | Andhra Pradesh & Karnataka | Hyderabad | 18-09-89 to 30-09-89 | |
| 3. | Refresher Course for participants trained under EDI's Accredited Trainers' Courses (ATCs) | Ahmedabad | 29-05-89 to 09-06-89 | <p>To strengthen trainers' capabilities for effective implementation of EDPs and documentation of their experiences.</p> <p>The course focusses on sharing of experiences of participants of past ATCs.</p> |

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| <p>4. Programme on Focussed Behavioural Event Interview (FBEI) technique for officers of Karnataka State Finance Corporation (KSFC)</p> | Bangalore | 17-07-89 to 20-07-89 | <p>To help Appraisal Officers of SFC in improving their capabilities for assessing entrepreneurial competencies.</p> <p>The programme focusses on identification and evaluation of entrepreneurial capabilities through the interview technique.</p> |
| <p>5. Programme on Focussed Behavioural Event Interview (FBEI) technique for officers of Kerala State Finance Corporation (KSFC)</p> | Trivandrum | Dec. 1989 | - do - |
| <p>6. Lakshadweep EDP</p> | Lakshadweep islands | Jan. 1990 | <p>A special EDP for encouraging the islanders to take up entrepreneurial activity.</p> <p>The programme will provide input related to project identification, project report preparation, project management and strengthening of entrepreneurial competencies.</p> <p>Any local person desirous of initiating an entrepreneurial activity in the islands can participate in the programme.</p> |
| <p>7. Competence-based Training Programme for existing entrepreneurs of Gujarat</p> | Ahmedabad | Aug. 1989 | <p>A new training model evolved on the basis of McBer Research findings focussing on strengthening entrepreneurial competencies.</p> <p>The training input will help the participants in identifying the level of competencies and formulating a strategy for strengthening the same.</p> <p>The programme is for those who are owners of small scale enterprises and involved in managing the same.</p> |
| <p>8. Competence-based Training Programme for existing entrepreneurs of Maharashtra</p> | Pune | Aug. 1989 | - do - |
| <p>9. Competence-based Training Programme for existing entrepreneurs of Bihar</p> | Patna | Nov. 1989 | - do - |

B. SENSITISING ENVIRONMENT

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| 10. 4th National Meet of Trainer-Motivators | Ahmedabad | 09-01-90 to 11-01-90 | Sharing experiences amongst Entrepreneur Trainer-Motivators from all the states for effective implementation of ED activities. Trainer-Motivators who have completed at least two EDPs can participate in the meet. |
| 11. 3rd Annual Conference of Chief Executives of EDP conducting organisations | Ahmedabad | 11-01-90 to 12-01-90 | To discuss on formulating various strategies for improving the effectiveness of EDPs. Heads of EDP conducting organisations can participate in the Conference. |
| 12. Extension Motivation Programme for officers of Industries Dept., Nagaland | Kohima | 10-05-89 to 13-05-89 | To enhance involvement of officers of developmental organisations for creating better support for EDPs and potential entrepreneurs. The programme helps the participants to understand their values and develop a strategy for orienting the same towards development of entrepreneurship. |
| 13. Extension Motivation Programme for officers of Industries Dept., Mizoram | Aizawl | 03-05-89 to 06-05-89 | - do - |
| 14. Extension Motivation Programme for PIPDIC officers, Pondicherry | Pondicherry | Dec. 1989 | To enhance the involvement of PIPDIC officers in ED for creating better support for EDPs and potential entrepreneurs. |
| 15. Extension Motivation Programme for bank managers | New Delhi | Dec. 1989 | To enhance the involvement of bank managers in ED for creating better support for EDPs and potential entrepreneurs. |
| 16. Training Programme for officers of DICs of Manipur and Tripura | Ahmedabad | 17-05-89 to 31-05-89 | To develop attitudes and skills of officers of support system for creating better support to first-generation entrepreneurs. |
| 17. Training Programme for officers of DICs of Tamilnadu | Madras | Dec. 1989 | To develop attitudes and skills of officers of support system for creating better support to first-generation entrepreneurs. |
| 18. Seminar on EDP Appreciation for Directors of Industries | Ahmedabad | Jan. 1990 | An orientation programme to help these officers understand the intricacies involved in developing entrepreneurial talent. |
| 19. Seminar on EDP Appreciation for officers of IDBI | Ahmedabad | Feb. 1990 | - do - |

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| 20. Seminar on EDP Appreciation for senior bankers | Ahmedabad | Mar. 1990 | An orientation programme to help these officers understand the intricacies involved in developing entrepreneurial talent. |
| 21. Seminar on New Selection Technique - Focussed Behavioural Event Interview (FBEI) for officers of State Finance Corporations | Ahmedabad | Nov. 1989 | To provide orientation on the new selection technique, an outcome of McBer Research Project. The seminar is for Appraisal Officers of State Finance Corporations. |
| 22. Seminar on New Selection Technique - Focussed Behavioural Event Interview (FBEI) for bank officers | Ahmedabad | Nov. 1989 | To provide orientation on the new selection technique, an outcome of McBer Research Project. The seminar is for Appraisal Officers of banks. |

C. NEW MARKETS EXPLORATIONS

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| 23. Women EDP based on modified approach | Jaipur | Sep. 1989 | A special EDP based on a new model developed by EDI for women target group. The training model takes care of the specific problems experienced by women entrepreneurs. Any lady residing locally desirous of setting up an enterprise in the territory can participate in the programme. |
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| 24. Special EDP for science graduates in Agriculture | Ahmedabad | Dec. 1989 | An exclusive programme for science graduates in Agriculture for setting up enterprises based on agro-technology. |
| 25. EDP for Ex-servicemen | Trivandrum | Nov. 1989 | A special EDP based on specific needs of ex-servicemen. Ex-servicemen who intend to set up a unit in this territory can participate in the programme. |
| 26. Seminar on Competence Based EDPs | Ahmedabad | Jan. 1990 | Sharing of experiences on new approach of training entrepreneurs experimented by EDI. Faculty members of IEDs/EDP Coordinators of TCOs and Appraisal Officers of financial institutions can participate. |
| 27. Seminar for existing entrepreneurs and officers of support organisations on growth of Small Scale enterprises | Ahmedabad | Dec. 1989 | For strengthening capabilities of small scale enterprise owners to help them in expansion/diversification of the unit. |
| 28. Rural Entrepreneurship Development Project | a) Joranda, Orissa b) Karnataka | May-Jun, 1989 Oct-Dec, 1989 | This is an action-research project aiming at developing appropriate training model for rural entrepreneurs. |

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| 29. National Workshop on Evaluation of EDPs | Ahmedabad | Feb. 1990 | To share the findings of the study and sensitise support system/EDP conducting organisations for facilitating effective implementation of EDPs. |
| 30. National Seminar on Women Entrepreneurs : Problems & Prospects | Ahmedabad | 06-02-90 to 07-02-90 | To create a conducive environment for developing women as entrepreneurs. Major findings of the study on women entrepreneurs will be shared in the seminar. |
| 31. National Seminar on Impact Making Entrepreneurs | Ahmedabad | 13-12-89 to 14-12-89 | To share the findings of EDI research study on 'Self-made Impact Making Entrepreneurs' and remove the constraints on growth firms. |

E. INTERNATIONAL

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| 32. Accredited Trainers' Course (ATC) for Developing Countries | Ahmedabad | 17-01-90 to 13-03-90 | An 8-week residential course specially designed for officers of institutions involved in promoting entrepreneurial talent in the developing countries. The programme focusses on developing knowledge, skills and attitudes of Entrepreneur Trainer-Motivators (ETMs) to help them carry out EDP related activities effectively. |
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Institutions may approach international agencies for availing fellowships/sponsorships.

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| 33. Accredited Trainers' Course (ATC) for Women Trainers from National and Developing Countries organisations | Ahmedabad | 17-01-90 to 20-03-90 | An 8-week residential course for developing Women Entrepreneur Trainer-Motivators to enable them effectively plan, initiate and implement ED training for women entrepreneurs. The programme focusses on developing knowledge, skills and attitudes of women officers of institutions involved in promoting entrepreneurial talent. |
| 34. Initiating Entrepreneurship Development Programme in China | Wuhan/Beijing China | 17-04-89 to 30-04-89 | To make a feasibility study on EDP in China. |
| 35. Entrepreneurship Development programme (EDP) for Chinese Entrepreneurs | Wuhan/Beijing China | 04-09-89 to 15-09-89 | To develop entrepreneurial skills and competencies among new Chinese entrepreneurs taking up high-tech projects. |

ABOUT EDI

The Institute is sponsored by national development banks - Industrial Development Bank of India (**IDBI**), Industrial Credit and Investment Corporation of India Limited (**ICICI**), Industrial Finance Corporation of India (**IFCI**) and State Bank of India (**SBI**).

This national resource organisation initiates, supports and accelerates training, development and research in the field of entrepreneurship development; provides professional support to EDP conducting organisations and helps in initiating and implementing Entrepreneurship Development plans.

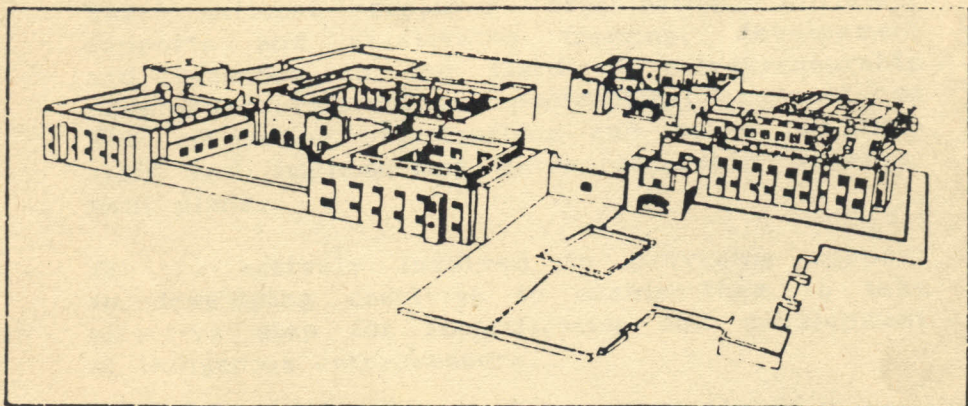
EDI is actively involved in providing support to developing countries to enable them to take effective step for identification and development of indigenous entrepreneurs.

EDI has a pleasant and functional campus which provides good academic environment with facilities of air-conditioned hostels, canteen, library and seminar halls. It is situated at Bhat, 5 kms away from Ahmedabad airport, on the way to Gandhinagar, the capital of Gujarat State.

For more details on Training Programmes/Seminars/
Research Studies, please contact :

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E.D.I. CAMPUS



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