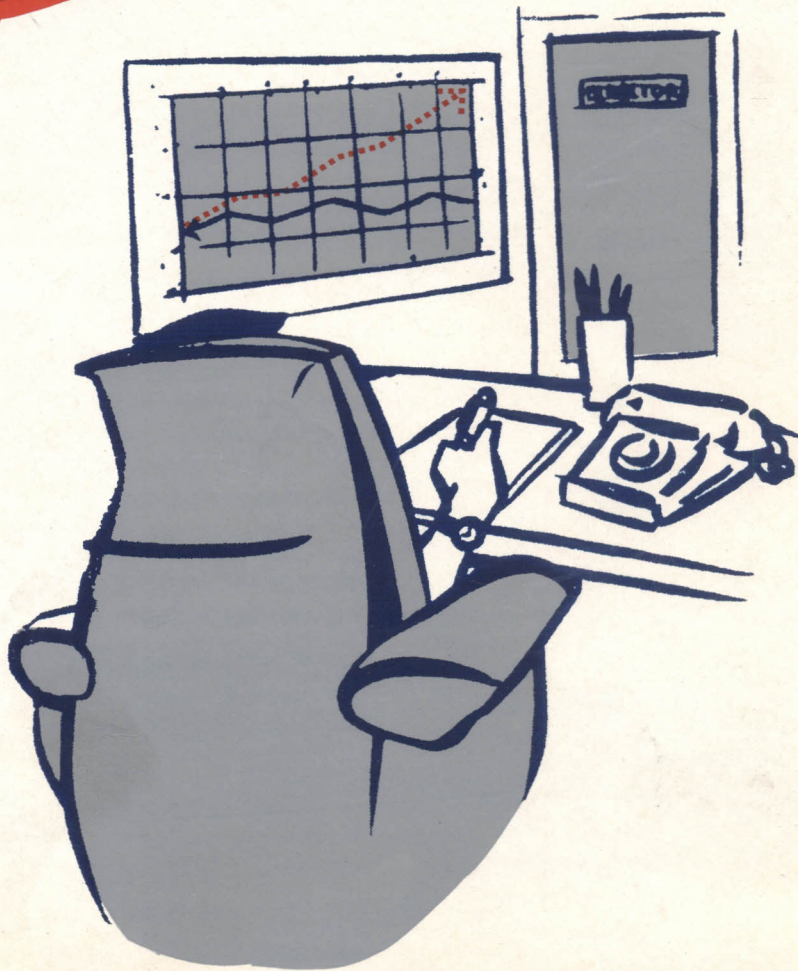


# GROWTH

## PROGRAMME FOR ESTABLISHED ENTREPRENEURS IN SMALL SCALE SECTOR TO PROMOTE EXPORTS

December 5-8, 1997 and March 8-10, 1998  
Individual Counselling from December 9, 1997 to March 7, 1998



Sponsored by :

**Small Industries  
Development  
Bank of India (SIDBI)**



Organised by :

**Entrepreneurship  
Development  
Institute of India  
Ahmedabad**

## ***IF YOU ARE***

- an ambitious entrepreneur having a small scale manufacturing or service venture which is in operation at least for the past three years and has crossed the break-even level; (women entrepreneurs are encouraged to apply)
- looking for ways and means to take your enterprise to new heights; let's say by tapping export markets

here is an opportunity for you to benefit from a unique training-cum-counselling programme.

## ***BACKGROUND***

Any business venture could grow by virtue of market forces without involving deliberate intervention on the part of the entrepreneur. However, systematic and sustainable growth is the result of planned efforts on the part of the entrepreneur. Training and counselling to the entrepreneurs could hasten the pace of this growth process. In keeping with this belief, EDI is offering a unique training-cum-counselling programme "GROWTH PROGRAMME" - designed in collaboration with Durham University Business School, United Kingdom, to existing entrepreneurs.

## ***HOW THE PROGRAMME CAN BENEFIT YOU***

This programme will help you to ;

- take an objective look into your enterprise to understand as to how well the business is performing,
- understand the potential that the business has to optimally tap the export market and develop,
- understand necessary and sufficient conditions to exploit export markets,
- chalk out a clear-cut growth\change plans through the support of business counsellors,
- understand competencies that contribute towards top performance and in short,
- take the business to new heights in a planned and purposeful manner.

## ***HOW YOUR BUSINESS CAN GROW***

'GROWTH' or 'CHANGE' in an enterprise can be described as moving from one level, i.e. where the enterprise presently is, to another elevated level, i.e. where the enterprise ought to be, at a future point of time. This would involve expansion, diversification, new product development, quality improvement, cost reduction, etc. Some entrepreneurs are quite clear about their destination and move towards it in a purposeful manner whereas others drift aimlessly.

This programme focusses on helping the entrepreneur understand the 'base' from which the enterprise desires to develop, be aware of key external and internal factors that influence the growth process and set up achievable growth targets.

## ***STRUCTURE***

The programme involves the following :

- Four days of class-room interaction using case studies, simulation exercises and group discussions (December 05 - 08,1997)
- Individual business counselling by experienced business counsellors who would spend about

two to three man-days with each entrepreneur in order to take care of counselling needs specific to him/her. Such counselling sessions would take place based on a mutually convenient time schedule spread over December 09, 1997 - March 07, 1998.

- Three days of class-room interaction to meet specific training needs (March 08 - 10, 1998 )

### ***WHAT THE PROGRAMME OFFERS***

The programme is divided into two blocks, each dealing with specific inputs as follows :

#### **BLOCK I : (December 05 - 08, 1997)**

- Help you understand the 'performance and potential base of your venture so that you know the present level of your venture that would facilitate realistic goal setting for growth change
- Facilitate a clear understanding of the venture with regard to growth and export potential
- Help you be aware of entrepreneurial competencies that contribute towards top performance, and assist in understanding the importance of systematic planning for achieving planned goals.

### ***INDIVIDUAL COUNSELLING***

(December 09, 1997 - March 07, 1998)

#### **BLOCK II : (March 08 - 10, 1998)**

- Hardskills (Knowledge/Information) covering key areas of enterprise management such as ; Finance, Production and Marketing
- Delegation and Leadership; Interpersonal relationship and employees' motivation; Key entrepreneurial competencies such as Efficiency Orientation, Persuasion and Use of Influence Strategies.
- Export oriented inputs

The inputs would be developed keeping in view the participants' needs.

### ***FACULTY***

The faculty includes EDI experts with national and international experience and eminent practising professionals.

Experienced Business Counsellors would be working with entrepreneurs participating in the programme, on one-to-one basis, and assisting them in developing their growth plans.

### ***VENUE***

Entrepreneurship Development Institute of India  
Ahmedabad

### ***REGISTRATION FEE***

This non-residential programme which has been subsidised by the **Small Industries Development Bank of India**, has the following Registration Fee : Rs.7,800/- per participant. (Maximum 20 participants; on a first-come-first-serve basis)

## **WHOM TO CONTACT**

V. PADMANAND  
Programme Director  
Entrepreneurship Development Institute of India

Please send the enclosed registration form duly filled in along with a Demand Draft drawn in favour of 'Entrepreneurship Development Institute of India' payable at Ahmedabad.

## **ABOUT THE INSTITUTE**

The Entrepreneurship Development Institute of India, an autonomous body set up in 1983, is sponsored by the apex financial institutions, viz. IDBI, IFCI, ICICI and SBI. The EDI has been spearheading entrepreneurship movement throughout the nation with a belief that entrepreneurs need not be born, but can be developed through well conceived and well directed training. This, in turn, has led to the emergence of several training programmes in orbit around strategic thrust areas.

Promotion of international business operations by Small Scale Entrepreneurs (SSEs) is one of the main objectives of EDI. The Institute has an advantage of wide institutional linkages all over the world to successfully carry out such an activity.

The United Nations Industrial Development Organisation (UNIDO) has declared EDI as its Inter-Regional Centre for Entrepreneurship And Investment Training. The activities of this centre will cover many countries from Asia and Africa including some countries from Southern Africa. The prestigious Aga Khan Award winning campus of the EDI is well equipped with state-of-art technology and computerised data base giving access to latest information on-line.

The National Science and Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Govt. of India, has sanctioned a National Facility for Innovations at EDI. The National Innovation Centre will facilitate evolution of technology-driven enterprises by providing appropriate information on new technology, create a National Data Bank and Information Centre on Innovative Business Opportunities and Technologies.

### **ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA**

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**Inter-Regional Centre for Entrepreneurship and Investment Training**

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