

**GROWTH PROGRAMME
FOR
EXISTING ENTREPRENEURS
IN SMALL SCALE SECTOR**

(Training cum counselling)

**AT
AHMEDABAD
(October 11 - November 18, 1992)**

**Sponsored by :
FRIEDRICH NAUMANN FOUNDATION
GERMANY**



**Organised by :
Entrepreneurship Development
Institute of India (EDII)
Ahmedabad.**

**with the support from
Durham University Business School, U.K.**

IF YOU ARE :

- * An ambitious entrepreneur owning a small scale manufacturing or service venture which is in operation atleast for the past three years and has crossed the break-even level.
- * Looking for ways and means to take your enterprise to new heights
Here is an opportunity for you to benefit from an unique training-cum-counselling programme.

BACKGROUND :

A 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 a result of planned efforts on the part of the entrepreneur. Help in the form of training and counselling to the entrepreneurs could hasten the pace of the growth process. In order to facilitate the same, EDI is offering an unique training - cum - counselling programme - **GROWTH PROGRAMME**- to existing entrepreneurs.

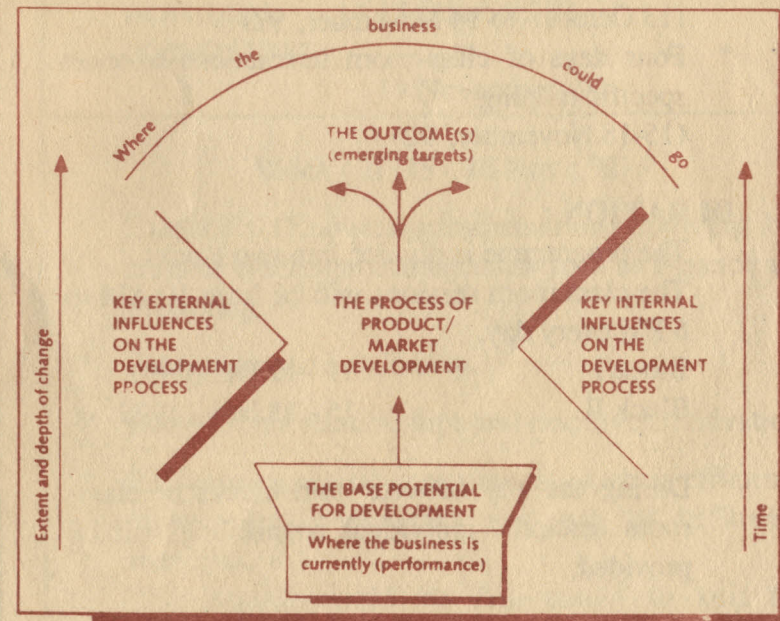
APPROACH :

" GROWTH " or " CHANGE " in an enterprise can be described as moving from one place i.e. where the enterprise is, to another place, i.e. where the enterprise ought to be at a future point of time. This could involve expansion, diversification, new product development, quality improvement, cost

reduction etc. Some entrepreneurs are clear about their destination and travel towards it in a purposeful manner whereas others would drift.

The programme focuses on helping the entrepreneur understand the 'base' from which the enterprise is seeking to develop, be aware of key external and internal factors that influence the growth process and set up achievable growth targets. The approach can be best summed up in the following diagram :

A MODEL OF GROWTH



STRUCTURE :

The programme involves the following :

- * Two days of interactions in a class-room situation using case studies, simulation exercises and group discussions.
(11 - 12 October, '92)
- * Individual Business Counselling where experienced Business Counsellors would spend about two days with each entrepreneur 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 four weeks.
(13 October to 14 November, '92)
- * Four days of class-room interactions to meet specific training.
(15-18 November, '92)

DURATION :

The programme is divided into two blocks .
The class room sessions will be from 10 AM to 6 PM every day.

Block I	11 - 12 Oct., 1992
Block II	15 - 18 Nov., 1992

During the gap between two blocks of class-room sessions, individual counselling will be provided.

INPUTS :

The programme is divided into two blocks, dealing with specific inputs as noted below :

Block - I (11 - 12 Oct.; 92)

- * Helping the participants understand the 'Performance Base' of their ventures so that they know ' where they are '. Such an understanding would facilitate realistic goal setting for growth/change.
- * Facilitating a clear understanding of the ventures' potential to grow.
- * Awareness of entrepreneurial competencies that contribute towards top performance.
- * Understanding 'systematic planning' as a competence to reach planned goals.

INDIVIDUAL	13 October, '92
COUNSELLING	to
	14 November, '92

Block - II (15 - 18 Nov.; 92)

- * Hardskills (Knowledge/Information) covering key areas of enterprise management such as Finance and Marketing.
- * Delegation and Leadership.
- * Interpersonal relationships and employee motivation.
- * Key entrepreneurial competencies such as efficiency orientation, persuasion and use of influence strategies.
The inputs would be fine-tuned to suit the participants' requirements as evident from the need - identification study to preced the programme.

How the Programme can benefit you :

- * Helps you take an objective look into your enterprise - understanding how your business is performing.
- * Helps you understand the potential that yourself and your venture has for GROWTH.
- * Helps you chalk out a clear-cut growth/change plan through the support of Business Counsellors.
- * Equips you with knowledge/information in certain key areas of concern for small enterprises.
- * Helps you understand the competencies that contribute towards top performance.
- * And in short, equips you to help yourself in taking your business to new heights in a planned and purposeful manner.

Faculty :

The faculty consists of experts in entrepreneurship from EDI possessing national and international experience and practising professionals.

Experienced Business Counsellors would work with you on one-to-one basis.

Venue :

EDI Campus

Registration Fee:

A subsidised registration fee of Rs. 600/- (non-residential) to cover catering expenses. The Services of Business Counsellors are available free of cost.

Whom to Contact :

Since the number of participants would be limited to **Twentyfive**, please contact immediately to :

MR. S. B. Sareen

Entrepreneurship Development

Institute of India,

Ahmedabad (Near Village Bhat)

P.O. Chandkheda - 382424, Gujarat.

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Please send the enclosed registration form duly filled-in along with a draft of Rs. 600/- in the name of '**ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA**' before Sept. 18, 1992.

About EDI

Entrepreneurship Development Institute of India (EDI) a national organisation promoted by all - India financial institutions (IDBI, IFCI, ICICI and SBI) and actively supported by the Government of Gujarat has in its last nine years of operations, set the entrepreneurship development movement in momentum through out the country and in developing countries. It has broken the myth that entrepreneurs are born only and has demonstrated by results that they can be identified and developed too.

Its experience-rich faculty makes it a national resource bank for all entrepreneurship development activities. Its location in Gujarat makes it a live laboratory for emerging new entrepreneurs. And its training techniques and methods have raised the stature of its total exercise to the dignity of an applied science.

The Institute combines in itself a sound academic resource for research, training and institution-building with the initiative of an active participation in entrepreneurial activities in backward regions for special target groups and innovativeness in the human resource development field.

EDI has one of the finest campus with international standard training and residential facilities, a rich reference centre-library and pleasing, quiet, comfortable environment.