



INTER-REGIONAL WORKSHOP
ON
ENTREPRENEURSHIP DEVELOPMENT

Dates : JANUARY 7 to 19, 1985

TIER I : Jan 7 to 19 TIER II : Jan 16 to 19

Location : AHMEDABAD, INDIA

Sponsors :

Economic Development Institute (EDI)
(World Bank)

Washington (USA)

& Industrial Development Bank of India (IDBI)
Bombay (India)

Host :

Entrepreneurship Development Institute of
India (EDI—I) Ahmedabad (India)



WHY THIS WORKSHOP.... ON ENTREPRENEURSHIP

A growing number of developing countries have now realised the importance of having competent indigenous (local) entrepreneurs to set up and successfully run small and medium enterprises. This follows from an appreciation of small enterprise development policy to maximise productive employment generation for a given capital investment; spread of business and industrial activities to smaller towns, low growth regions; and optimise impact and linkages arising out of large-scale projects.

In any small enterprise, the central figure is 'entrepreneur', the person who catalyses resources, risks them and manages them so as to establish a viable, sustained employment generating entity. He/She is, therefore, to be identified, motivated, strengthened and supported.

A dearth of such entrepreneurs is a critical problem in many countries. For various reasons, persons with latent entrepreneurship do not always spontaneously respond to available business opportunities despite various inducements, schemes and programmes to promote and assist them. An effective mechanism is, therefore, sought after to enlarge the pool of local entrepreneurs.

International (development) agencies providing assistance to developing countries have often found "a lack of mechanism to ensure that the people who receive funds, training or services are those who will effectively utilise and apply them".

National or state level development banks are similarly faced with failures or loan defaults, and one of the key causes is located in the lack of entrepreneurial/managerial capabilities in the promoter/owner/entrepreneur.

Therefore, if a country acquires/develops capabilities to identify and nurture individuals possessing entrepreneurial potential, the small enterprise development process can be accelerated and strengthened.

The entrepreneurship development work done in India for more than 14 years in developing and sustaining a new breed of entrepreneurs offers a well tested strategy for developing countries to achieve the above objectives.

The Economic Development Institute (EDI) of the World Bank, committed to enhance developing countries capabilities for critical developmental strategies and programmes and the Industrial Development Bank of India (IDBI), which is the apex development bank of the country have, therefore, encouraged EDI-I to share its expertise and experiences in entrepreneurship development, by jointly sponsoring an Inter Regional Workshop.

OBJECTIVES AND OUTCOME

(1) To share experience on entrepreneurship development programmes and analyse the potential relevance of Indian experiences and strategies to the participating developing countries.

(2) To establish the importance of entrepreneurship development techniques, programmes and policies, for developing countries with particular reference to their goals of

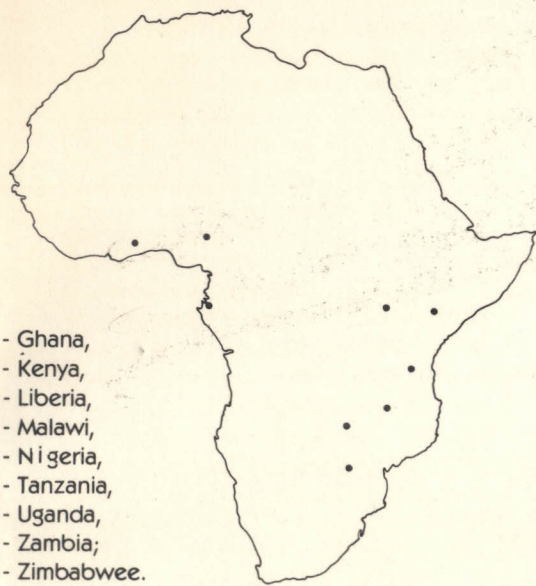
- (a) Healthy growth of Small & Medium enterprises and their performance improvement;
- (b) Promotion of indigenous entrepreneurship;
- (c) Development of rural, tribal and backward regions.

(3) To enhance the appreciation and understanding of participants regarding available tools and techniques to identify local entrepreneurial potential; sources and profiles of new entrepreneurs; motivation techniques; training and development models; institutional support and follow-up mechanisms; skilled trainer/counsellors and organisational requirements; measuring impact and success of entrepreneurship programmes etc.

(4) To make the participants test the adoptability of appropriate elements from the entrepreneurship development model of EDI-I in the respective country environment and help them make appropriate action plans and strategy for initiating or strengthening similar efforts in their countries.

(5) To enable the participants to identify policies, programmes, institutions, man-power and external support needs for implementation of local enterprise development strategy.

TARGET COUNTRIES



This workshop is primarily meant for the developing countries of Africa. The workshop will be conducted in English language and it is essential that the participants are conversant in that language.

WHO SHOULD BE NOMINATED

For effective results, workshop participation is planned in 2 tiers. For the first tier (January 7 to 19), each country is expected to nominate a team of 2 to 3 persons representing different functional areas and organisations so as to look at entrepreneurship development model from various angles and facilitate subsequent actions.

TIER—I: JANUARY 7 to 19

The first tier participants should be from the following :

- (i) Officers in small-scale industry promotion organisations;
- (ii) Executives and officers of financial institutions and development banks dealing with small scale enterprises;
- (iii) Representatives of training organisations, including management training institutions dealing with small scale enterprises programmes;
- (iv) Practitioners in entrepreneurship training and small enterprise development;
- (v) Experts from voluntary organisations active in small, rural enterprise development;
- (vi) Representatives of local consultancy organisations or small business counsellors.

TIER — II: JANUARY 16 to 19

For the second tier of the workshop from January 16 to 19, 1985, we would like to have senior officials of the governments of these countries and chiefs of development banks and promotional and support organisations responsible for policy making or taking decisions to initiate and implement action plans perceived by operational level '1st tier participants'. We would like to have one or two successful African entrepreneurs also in this group.

Observers from international development organisations including the World Bank, the International Finance Corporation, African Development Bank, ESAMI, Common-Wealth Secretariat, German Foundation for International Development are also invited.

WORKSHOP FRAME-WORK

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| THEME | COVERAGE | BENEFITS | APPROACH |
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| <p>Entrepreneurship Development Model & Approach</p> | <ul style="list-style-type: none"> - How it has evolved over the years - Conceptual framework of a comprehensive Entrepreneurship Development Programme (EDP) - Process and Scope | <ul style="list-style-type: none"> - Appreciation of objectives, process and impact of EDP. Lessons, points of success and problems. | <ul style="list-style-type: none"> - Expert presentation, Audio-visual. |

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| <p>Identification and selection of Entrepreneurs</p> | <ul style="list-style-type: none"> - Effective promotional methods for urban and rural areas - Process, tools & techniques of identifying and selecting potential entrepreneurs from various target groups. | <ul style="list-style-type: none"> - Insight into and acquaintance with tools/ techniques of selection - Recognising appropriate approach required to select a centre and attract relevant target groups. | <ul style="list-style-type: none"> - Case Study on selection - Live interview of an entrepreneur - Field visit to assess EDP potential in rural and small town centres. - Meeting with existing Entrepreneurs, Traders, Community Leaders etc. - Group Interactions |
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| <p>Developmental Inputs Training Package</p> | <ul style="list-style-type: none"> - Business opportunity identification, counselling approach and mechanism. - Technical & Information Inputs - Managerial orientation - Motivational and entrepreneurial capability development | <ul style="list-style-type: none"> - Designing 'need based inputs' package and curriculum. - Recognising resource needs and effective methods of developing and training of potential entrepreneurs. | <ul style="list-style-type: none"> - Expert presentation - Simulational exercises - Business games and analysis. |
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| Support system to promote and develop new entrepreneurs | <ul style="list-style-type: none">- Institutional link-ups and support needs of new entrepreneurs- Role, responsibilities, selection and training of Entrepreneurs Trainers/Motivators- Organisational pre-requisites for EDP s | <ul style="list-style-type: none">- Creating platform for co-ordinating Govt & institutional initiatives. <p>Seek out measures for effective coordination</p> <ul style="list-style-type: none">- Identifying institutional gaps, needs and training skills. | <ul style="list-style-type: none">- Visits to key entrepreneurs and finance organisations of Gujarat- Case study- Group discussions- Expert sessions on EDP Trainers |
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| Problems, policies and potential of small-scale industry development in developing country | <p>Strategic issues in promotion of SSI, new enterprises</p> <ul style="list-style-type: none">- Diagnostic skills for identifying problems of existing enterprises.- Inter-country experiences in small-scale industry. | <ul style="list-style-type: none">- Appreciation of effective policies, approaches and experiences.- Realise problems, constraints and scope for the country and relate workshop inputs to country needs.- Prepare for strengthening existing small enterprises. | <ul style="list-style-type: none">- Expert sessions- Indian SSI Policy makers to brief.- Group discussions- Interaction with experts of International organisations. |
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| Action Plans formulation and implementation needs | <ul style="list-style-type: none">- Prerequisites of planning and implementing effective promotion of small industries and entrepreneurship training.- Countrywise action plan preparations with senior policy makers of the country. | <ul style="list-style-type: none">- Crystallising feasible concrete efforts for actions.- Evolve means and ways to utilise available national/international resources and expertise. | <ul style="list-style-type: none">- Inter-Country discussions- Individual country planning exercises.- Interaction with Gujarat and Indian policy makers and organisational heads; international agencies representatives. |
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HOW TO GET TO AHMEDABAD

Indian Airlines have regular daily direct flights from Bombay and Delhi to reach Ahmedabad.

AIRPORT TRANSPORTATION

We will receive you at Ahmedabad Airport. Please look-out for EDI-I staff with a card.

All arrangements regarding internal transportation, field visits, institutional visits, city sight-seeing will be made by EDI-I. For post-workshop tours and travels, participants are requested to inform us well in advance if we are to help in making necessary arrangements.

FOREIGN EXCHANGE AND BANKING

Foreign Currency may be exchanged and travellers' cheques encashed at the international airports (Delhi, Bombay) and authorised banks anywhere. Please note that personal cheques will not be accepted by banks, hotels or shops. Participants are, therefore, advised to bring their funds in travellers' cheques, preferably in dollars or pound sterling as they can be easily encashed.

WORKSHOP DIRECTORS

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