

EDI PUBLICATIONS



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA
AHMEDABAD

FIRST DECADE OF SERVICE TO ENTREPRENEURSHIP
1983 - 93

A MANUAL ON HOW TO PREPARE A PROJECT REPORT

By J. B. Patel & D. G. Allampalli

- * **For Entrepreneurs**
- * **For Trainers & Teachers**
- * **For Consultants & Counsellors**
- * **For Industry Officers**
- * **For Bankers**
- * **For Project Appraisers**

One of the critical roles EDI as a national Resource Organisation is expected to play, is that of development of teaching materials, counselling packages and ready guides for entrepreneurs as well as Trainer-Motivator-Facilitators and Teachers of Entrepreneurship. EDI is pleased to offer a new publication 'A Manual on How to Prepare a Project Report'.

About the Manual

It is felt that first generation entrepreneurs especially technical employees, young graduate and less educated traders who are increasingly entering the manufacturing sector simply do not know what a market survey or a project report contains and how to prepare one. Therefore, even if there is a business idea, it is not converted into a business plan. A well prepared 'Project Report' can be an instrument for securing financial assistance.

EDI has observed that it is in project report preparation that many of the trainers find themselves inadequately trained or less confident. Trainers need more supportive teaching material for self learning and guiding entrepreneurs.

A large number of small business consultants and chartered accountants who have knowledge of the basics of business plan would also find this Manual a useful tool for preparing better reports and therefore faster sanctioning of loans.

This Manual should be a very useful guide for credit officers of banks and financial institutions also in assessing business plans received with loan applications.

The Manual covers all aspects of preparing a detailed feasibility report for a given product. The special features of the 'Manual' is that each concept is illustrated with a real life example. EDI hopes this 'Manual' will be useful to entrepreneurs, trainers, teachers, students, bank managers, industry officers and consultants.

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SELF-MADE IMPACT MAKING ENTREPRENEURS

Gautam R. Jain & M. Akbar Ansari

About the Book

This book is about those high achievers who have broken off from their past background in employment, trade, technical services and other disciplines to enter manufacturing on their own. They have made impact on the Indian economy by creating new niches or trends in market, technology and product. Many of them risked their entire wealth, steady careers, family and social lives and at times, even their very existence.

Based on 29 self made, impact making entrepreneurs of 26 enterprises, the book presents unconventionally written, thought provoking achievement stories which are aimed at education and inspiring the new as well as existing entrepreneurs. The decision of the process of the emergence of such entrepreneurs is expected to help design entrepreneurship training curricula in future and enable the policy makers and financial institutions to have a clearer view of the entrepreneurial perceptions of the existing gamut of policies, incentives, controls, support system and environment in general. The book will also be useful to researchers, academicians and professionals as a source to identify and explore further needs of research in entrepreneurship.

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Rolley Metals
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Ajit Mahapatra
Kalinga Engineers

No. of Pages : 220
Price : Rs. 250/-
US \$:

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME IN INDIA & ITS RELEVANCE TO DEVELOPING COUNTRIES

Dr. V. G. Patel

About the Book

Because of...the Indian Experiment in successfully implementing Entrepreneurship Development Programmes (EDPs) and its relevance to other developing countries, the Economic Development Institute of the World Bank specially requested Dr. V. G. Patel to prepare a self - contained monograph on EDP in India. The result is this monograph, in which Dr. Patel has presented the Indian experience in a candid and comprehensive manner and indicated also the manner in which the Indian model can be adapted to the specific contexts of the other developing countries on the basis of his personal experience in several developing countries. This monograph will certainly be useful and illuminating to all individuals and agencies in the field of entrepreneurial training and small enterprise development.

V. V. Bhatt EDI-W
Washington

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I *FOREWARD INTRODUCTION*

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II *THE INDIAN MODEL OF ENTREPRENEURSHIP DEVELOPMENT*

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- 2.6. The Programme Package
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III *ENTREPRENEURSHIP DEVELOPMENT EFFORTS IN SELECTED DEVELOPING COUNTRIES*

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- 3.2. No dearth of Entrepreneurial Potential
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IV *SOME ISSUES AND LESSONS*

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- 4.2. Environmental Constraints

V *CONCLUSIONS*

ANNEXURES 1 to 4

No. of Pages : 97
Price : Rs. 130/-
US \$: 25

DEVELOPING NEW ENTREPRENEURS

S.S. Nadkarni

About the Book

Entrepreneurship Development Programmes, the EDPs, have now become an almost household word in the industrial promotion arena. The success of the Indian experiences has now spread to developing countries and international development agencies are actively seeking the Indian expertise for the benefit to other developing countries who are on the look out for strategies to develop local entrepreneurs. This book which focuses on the approach and techniques of developing new entrepreneurs is, therefore, a significant addition to our knowledge in understanding the entrepreneurs, recognising the effectiveness of a well tested Entrepreneurship Development Programme and prerequisites of success in implementing EDPs....

CONTENTS

- I Entrepreneurship Development Programmes in India
- II Planning an Entrepreneurship Development Programme : Centre Selection and Promotional Work
- III How to Select Potential Entrepreneurs ? Rationale Tools and Techniques
- IV Developmental Inputs
- V Business Opportunity Guidance
- VI How Achievement Motivation Develops
- VII Entrepreneur Trainer-Motivator
- VIII Entrepreneurial Development in Industrially Backward Areas
- IX Women Entrepreneurship Development
- X Small Scale Industry in India
- XI Profiles in New Entrepreneurship

No. of Pages : 226
Price Rs. 200/-
U.S. \$: 40

IN SEARCH OF IDENTITY

The Women Entrepreneurs of India

By Ajit Kanitkar & Naline Contractor

A woman driving a heavy vehicle selling ice?

'Naver heard of Impossible'

A woman establishing a diamond polishing unit?

'Incredible'

A woman presiding over a Rupees one crore chemical business?

'Fantasy'

A few years back, these reactions would have been justified, but no more Women entrepreneurs have arrived, challenging the male dominated world of business and searching for a meaningful place in the economic scene of the country. Demonstrating their capabilities in organising successful businesses in diverse fields as engineering, chemicals, plastics, pharmaceuticals and fertilizers, etc.

The book **'In Search of Identity'** aims at removing the misconceptions about women entrepreneurs—that women can make only papads-pickles, readymade garments, etc., or that women are merely a front for their fathers' or husbands' business—arising out of lack of significant literature about women entrepreneurs.

Why this book?

- * To understand the process of emergence of women entrepreneurs.
- * To study the facilitating and hindering factors in their emergence, survival & growth.
- * To document their achievements and present them to the society, community and the country.
- * To derive lessons in order to improve upon or modify the entrepreneurship development programmes for women.
- * To draw attention of the concerned support agencies, policy makers, financial institutions, banks and industrial organisations, so as to remove their prejudices and improve their faith in women as entrepreneurs in their own right.
- * To create awareness among women in general and motivate potential women entrepreneurs to take up entrepreneurial activity.

What is in it?

The book documents the experiences of successful women entrepreneurs in search of identity. Presented in a case study format, each of the 44 stories traces the background of the woman, her journey into the entrepreneurial world, her project and its origin, the struggles and trials, the balancing acts of managing her home and business front and the response of society to her endeavours. Each case offers a rich insight into the process of emergence of women entrepreneurs in India and should provide impetus to aspiring women entrepreneurs that **WOMEN CAN DO IT**. The cases are exciting; sometimes because of the sheer nature of struggle; sometimes because of support coming from unexpected sources; often because of the uniqueness of the products; sometimes because of the sheer skill shown by the women in tackling complex problems.

The success stories are analysed in the latter part of the book and presented in the form of a research report. There are lessons to be learnt by potential and existing women entrepreneurs, by the society at large and families in particular; by entrepreneurship training organisations, by researchers and academicians and by bankers and support organisations.

".....the variety which makes up these 45 entrepreneurs and their 44 projects should be sufficient to extend the boundaries of our knowledge about women entrepreneurs."

"It is hoped, the message of this book will reach the Indian middle class to nurture and support the entrepreneurial desires of women in their families and would also inspire many more potential women entrepreneurs to pursue their goals of being on their own with a positive self-image and confidence."

(Dr. V. G. Patel in his foreword)

CONTENTS

- Part I - The Women & their enterprises.
- Part II - Profiling The Identity
 - The making of a woman entrepreneur
 - Women entrepreneurs in action.
 - Helping the women entrepreneurs
 - Who & How-

No. of Pages : 288
Price : Rs. 160/-
US \$: 15

A valuable teaching & counselling material for EDP trainers, SSI consultants, counsellors, entrepreneurship teachers, new as well as existing small entrepreneurs.

PERFORMANCE IMPROVEMENT SERIES FOR EXISTING ENTREPRENEURS OF SSIs

(Sponsored by : Friedrich-Naumann-Stiftung, Germany.)

With the intention of improving the performance of existing entrepreneurs of small-scale industries, the EDI conducts Performance Improvement Programme throughout the country with active support from Friedrich-Naumann-Stiftung (FNSt), Germany.

Our experience reveals that, by and large, existing entrepreneurs in the SSI sector tend to avoid or spend little time in reading professional literature which can update their knowledge and information. They are indifferent to the advantages of acquiring professional knowledge through such literature. Keeping in mind this aspect EDI has, under the financial assistance from FNSt, published a set of five booklets to guide, motivate and direct existing entrepreneurs towards improving their performance. These booklets mainly act as a starting point for "enterprise development through self-development" and self-learning exercises.

Details of the booklets :

The choice of the subject matter for the booklets is also based on our experience of PIPs.

The 5 booklets are on the following themes:

1. Understanding Value Engineering
 2. Cost Consciousness in SSI
 3. Business Plan for SSI
 4. Cash Flow in Small Business Management
 5. Record-keeping in Small Business Firms
1. The book titled "**Understanding Value Engineering**" has been prepared to create sufficient awareness about the concept of VE, its application in SSI, its advantages and finally the methodology for implementing it in the SSI sector.
- Value engineering is indeed an exciting, useful and creative approach to cost reduction. It is also a time-consuming and at times difficult activity. At the same time, it helps entrepreneurs to break down the resistance to change and helps to be more creative in problem-solving. Successful implementation of Value Engineering in the enterprises calls for two important entrepreneurial competencies in existing entrepreneurs, namely persistence and perseverance.
- We are sure, the first booklet in this series will lead to enterprise growth and development.
2. The book on '**Cost Consciousness**' aims at creating awareness among existing entrepreneurs as regards acquiring minimum understanding and knowledge of the term 'cost' and illustrating how knowledge acquired can directly be used for performance improvement and decision-making for achieving growth.
- The illustrations provided in the booklet and the method suggested for cost reduction will surely be useful in controlling and monitoring cost. Finally, tips provided in the last chapter will prove to be of highest importance for those entrepreneurs whose ultimate objective of running and managing the enterprise is for profit maximisation and nothing else.
- We hope that our conscious effort in creating cost consciousness among existing

entrepreneurs of SSI will lead to their performance improvement.

3. The book on '**Business Plan for SSI**' is prepared to inform owner-managers of small manufacturing units of the framework of a plan for their units. Planning is essential for improving the performance and facilitating the growth of the small manufacturing units.

Business Plan is essentially a tool of operational planning with a time-frame of one year.

The readers must note the difference between a business plan and a project plan as the former is a viable tool for planning the business on a year-to-year basis, while the latter essentially aims at raising funds for financing a viable venture.

Any plan for a manufacturing unit should cover planning for various functional areas. Hence the booklet focuses on planning for each functional area.

This booklet, we hope, would help owner-managers of small manufacturing units to develop a sense for planning that would culminate in an improved performance of their units.

4. The book '**Cash Flow in Small Business Management**' is prepared for educating owner-managers of small businesses on the significance and methods of cash flow management. Too often the owner-managers of small businesses are preoccupied with profits and fail to recognise the strong positive relationship between cash management and operational profits. The surest way of improving performance, therefore, is through effective cash management.

The booklet, therefore, focuses on using budgeting techniques to determine the timing and quantum of inflows and outflows of cash in business. The cash budgeting is an effective tool for forecasting the cash requirements at different points of time. It helps the owner-managers of small businesses to control their cash outflows in line with the expected inflows to the extent possible. It further helps them to plan for additional cash to bridge the gap between outflows and inflows of cash at different points of time. The booklet guides them through a cash budgeting process with requisite formats.

5. This booklet, we hope, will help develop a sense for cash budgeting among owner-managers of small businesses and improve their performance and profits.

The book deals with a dry subject called '**Record-Keeping**' but highlights its needs, its importance and its relevance to planning and managing the enterprise successfully.

Record-keeping is a continuous process. It is a part and parcel of day-to-day management of SSI. By and large, this is a neglected area in which existing entrepreneurs do not spend time and as a result they end up in making a wrong decision at a wrong time.

This booklet deals with an exercise in understanding the need for records, types of records and formula of records. The importance of record-keeping for managerial decisions and the role and responsibilities of the owner in ascertaining the types of records required and maintaining them as per his needs for enterprises have to be realised.

As records are crucial for development and smooth functioning of business firms, this particular booklet will satisfy the need for strengthening this particular area of small enterprise management among existing entrepreneurs.

The booklets are useful for developing new entrepreneurs in teaching them how to manage their enterprises. The EDP conducting institutions can also use these during Entrepreneurship Development Programmes. Organizations involved in consultancy services can advise their SSI clients on the basis of these booklets. And of course, these will be useful to all existing entrepreneurs in managing their units.

The booklets have been prepared in easy-to-understand language and are easily accessible to everybody because of their low price i.e., Rs. 10/- per booklet, (plus forwarding charges Rs. 12/- for a complete set). The Institute offers 10% discount to those who place order for more than 10 sets.

We welcome EDP institutions, Technical Consultancy Organizations as well as small business counsellors to make this set of booklets available to all their trainers and clients.

No part of these publications should be reproduced, stored in retrieval system or photocopied without prior permission of the Institute.

EDI is also in the process of translating and publishing booklets in Hindi. All interested persons/organisations can place orders for the same along with 50% advance of the total cost with PPP Cell of the Institute.

PUBLICATIONS & AUDIO-VISUALS

EDI Reports

EDI publishes a quarterly bulletin, EDI Reports, covering activities undertaken by the Institute. (Free circulation on demand).

Publications

	Rs.	(US\$)
1. Entrepreneurship Development Programme in India & Its Relevance to Developing Countries. - V. G. Patel	130/-	(25)
2. Developing New Entrepreneurs.	200/-	(40)
3. Self-Made Impact-Making Entrepreneurs. -Gautam R. Jain & Akbar Ansari.	250/-	(45)
4. National Directory of Entrepreneur Trainer-Motivators (1989)	80/-	
5. Entrepreneurship Bibliography.	55/-	(11)
6. Strategy of Success in Business & Industry (Hindi) - V. G. Patel.	50/-	
7. A Manual on How to Prepare A Project Report - J. B. Patel & D. G. Allampalli.	100/-	(15)
8. In Search of Identity-The Women Entrepreneurs of India. -Ajit Kanitkar & Nalinee Contractor.	160/-	(15)
9. The Seven Crises & Business Strategy for Survival & Growth - V. G. Patel		(In Print)
10. Performance Improvement Series for Existing Entrepreneurs of SSIs. (5 booklets)	10/-	(5) (per booklet)

Journal

The Journal of Entrepreneurship (biannual - single copy) 70/-

Papers

1. Potential of Ex-servicemen for Entrepreneurship : A study-Gautam R. Jain, 1989	48/-	(4)
2. Course for Entrepreneurial Succession in Family Business: A Feasibility Study- Gautam R. Jain, 1989	43/-	(3)
3. The Missionaries-A Study of Entrepreneur Trainer Motivators in India - Dinesh Awasthi, 1989	72/-	(6)
4. Proceedings of National Workshop on Developing Research Agenda on Entrepreneurship -Gautam R. Jain & Dinesh Awasthi, 1989	81/-	(7)
5. Institution Building for Entrepreneurship Development -Lessons from India - V. G. Patel	-	-
6. Approaches to Entrepreneurship Development -A Trend Analysis - D. N. Awasthi	-	-
7. EDI's Entrepreneurship Development Programmes -V. G. Patel & D. N. Awasthi	-	-
8. Agenda For Change-Entrepreneurship Education in Management Schools.	75/-	(6)

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Kit

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2. Entrepreneurship Newspaper Clippings Yearbook. 1992.	250/-	(30)

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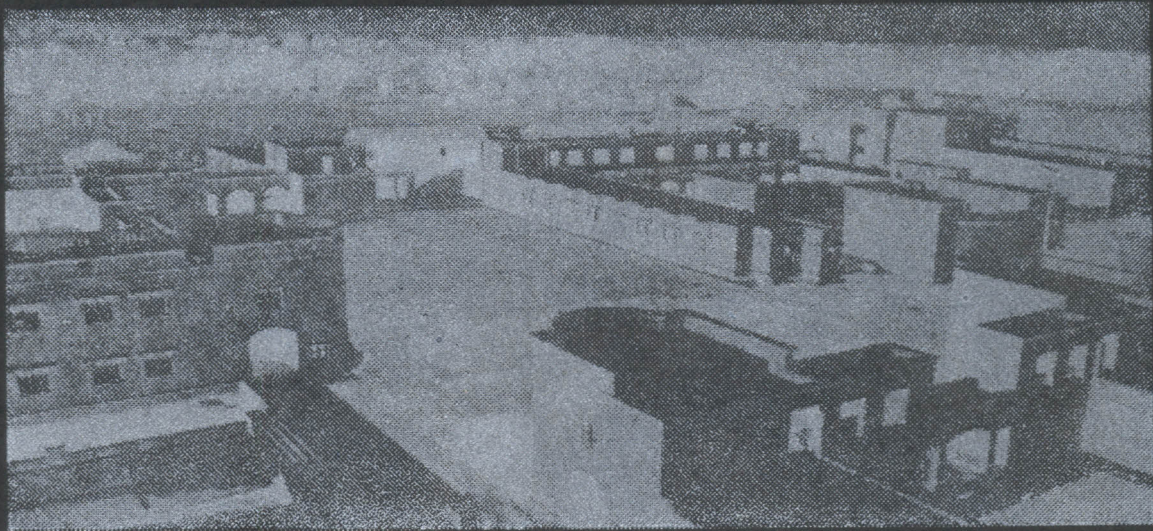
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