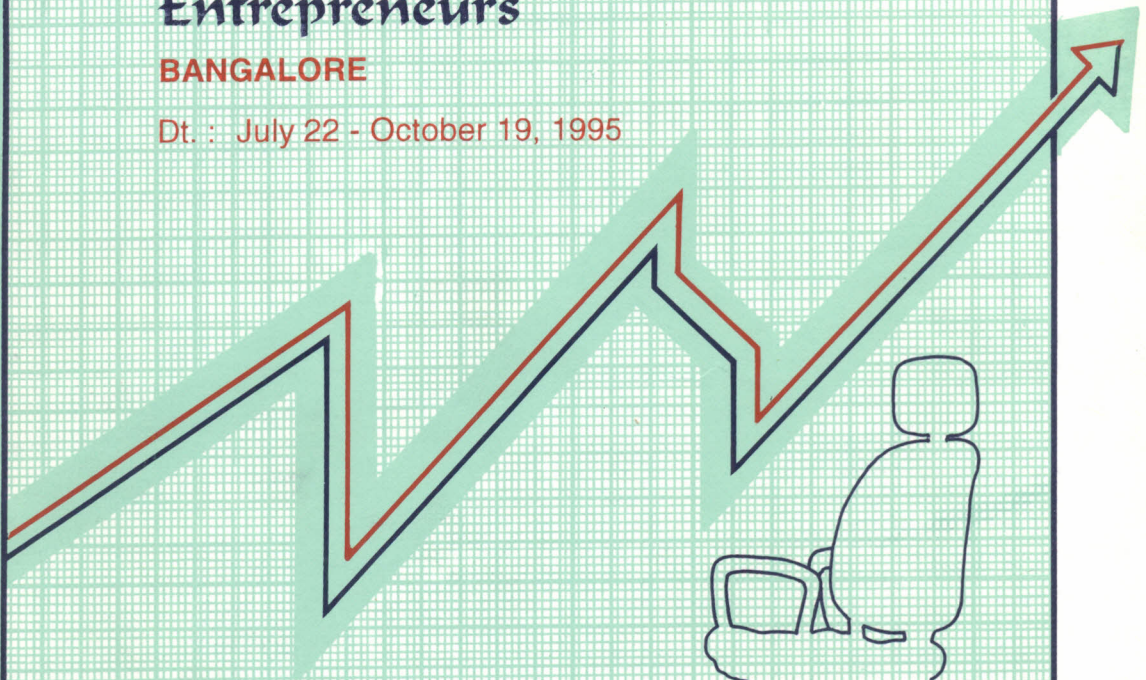


Growth Programme For Existing Small Scale Entrepreneurs

BANGALORE

Dt. : July 22 - October 19, 1995



Organised by :
**ENTREPRENEURSHIP
DEVELOPMENT
INSTITUTE OF INDIA
AHMEDABAD**

In association with
**PEENYA INDUSTRIES
ASSOCIATION**
Bangalore

Sponsored by :
**FRIEDRICH-NAUMANN-STIFTUNG,
GERMANY**

IF YOU ARE :

- * an ambitious entrepreneur having 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 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 a 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"** - to existing entrepreneurs.

HOW THE PROGRAMME CAN BENEFIT YOU :

This programme will help you to

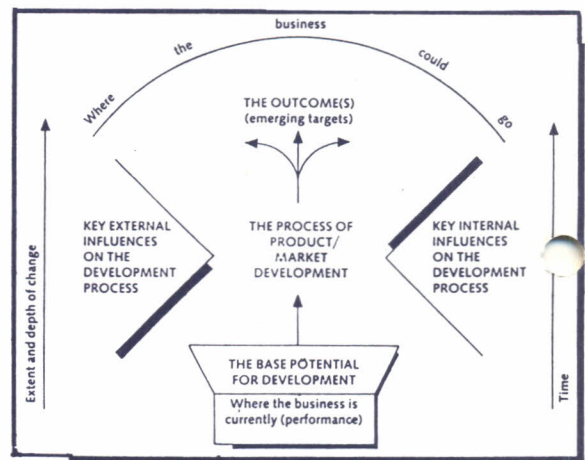
- * examine your enterprise in an objective manner and understand the performance of your business;
- * understand the growth potential of your venture;
- * chalk out a clear-cut growth plan with the support of business counsellors.
- * equip yourself with knowledge/ information in certain key areas of concern invaluable for the small scale enterprises;
- * understand the entrepreneurial competencies that contribute towards top performance.
- * help yourself in taking your 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. The approach can be best summed up in the following diagram.

A MODEL OF GROWTH



• Source : Small Business Centre,
Durham University Business School, J. K.

STRUCTURE :

The programme involves the following:

- * Three days of interaction using case studies, simulation exercises and group discussions. (July 22-24, 1995)
- * Individual Business Counselling by experienced business counsellors who would spend about two to three 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 3 months.
(July 25-October 15, 1995)
- * Four days of class-room interactions to meet specific training needs
(October 16-19, 1995)

WHAT THE PROGRAMME OFFERS :

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

BLOCK I : (July 22-24, 1995) will

- * Help you understand the 'Performance Base' of your venture so that you know the present level of your venture.. Such an understanding would facilitate realistic goal setting for growth/change.
- * Facilitate a clear understanding of the ventures with growth potential.
- * Help you be aware of entrepreneurial competencies that contribute towards top performance.
- * Assist in understanding the importance of systematic planning for achieving planned goals.

INDIVIDUAL COUNSELLING

July 25 to Oct. 15, 1995

BLOCK II (October 16-19, 1995)

- * Hardskills (Knowledge/Information) covering key areas of enterprise management such as Finance and Marketing.

- * Delegation and Leadership
- * Interpersonal relationship and employee motivation
- * Key entrepreneurial competencies such as efficiency orientation, persuasion and use of influence strategies.

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

FACULTY :

The faculty consists of EDI experts with national and international experience and eminent practicing professionals.

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

VENUE :

Sun Valley Club, Magdi Road, Bangalore.

REGISTRATION FEE :

The programme is sponsored by **Friedrich-Naumann-Stiftung, Germany**. Hence, a subsidised registration fee of Rs.3,000/- is being charged to meet the expenses towards the services of Business Counsellors.

WHOM TO CONTACT :

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OR

The President
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BANGALORE 560 058. Phone: 8395912

Please send the enclosed registration form duly filled in along with a Demand Draft of Rs.3,000/- drawn in favour of 'Entrepreneurship Development Institute of India' payable at Ahmedabad, on or before July 10, 1995.

THE INSTITUTE

The Entrepreneurship Development Institute of India (EDI), set up in 1983, is an autonomous institution registered under the Societies Registration Act and sponsored by the Industrial Development Bank of India (IDBI), Industrial Finance Corporation of India (IFCI), Industrial Credit and Investment Corporation of India (ICICI) and State Bank of India (SBI) with an active support of the Government of Gujarat. The Institute is a **National Resource Centre** governed by its own board. Committed to education, research and training, it has earned a great deal of national and international recognition for its efforts as reflected in the support it has received from the World Bank, International Labour Organization, UNIDO, Commonwealth Secretariat and several other international agencies.

The EDI over the last five years is devoting sufficient attention to the growth of existing entrepreneurs by conducting Performance Improvement Programmes (PIPs), Business Counsellors Programmes, Growth Programmes and Competent Management Assistant Programmes (COMAPs) with financial support from funding agencies.

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