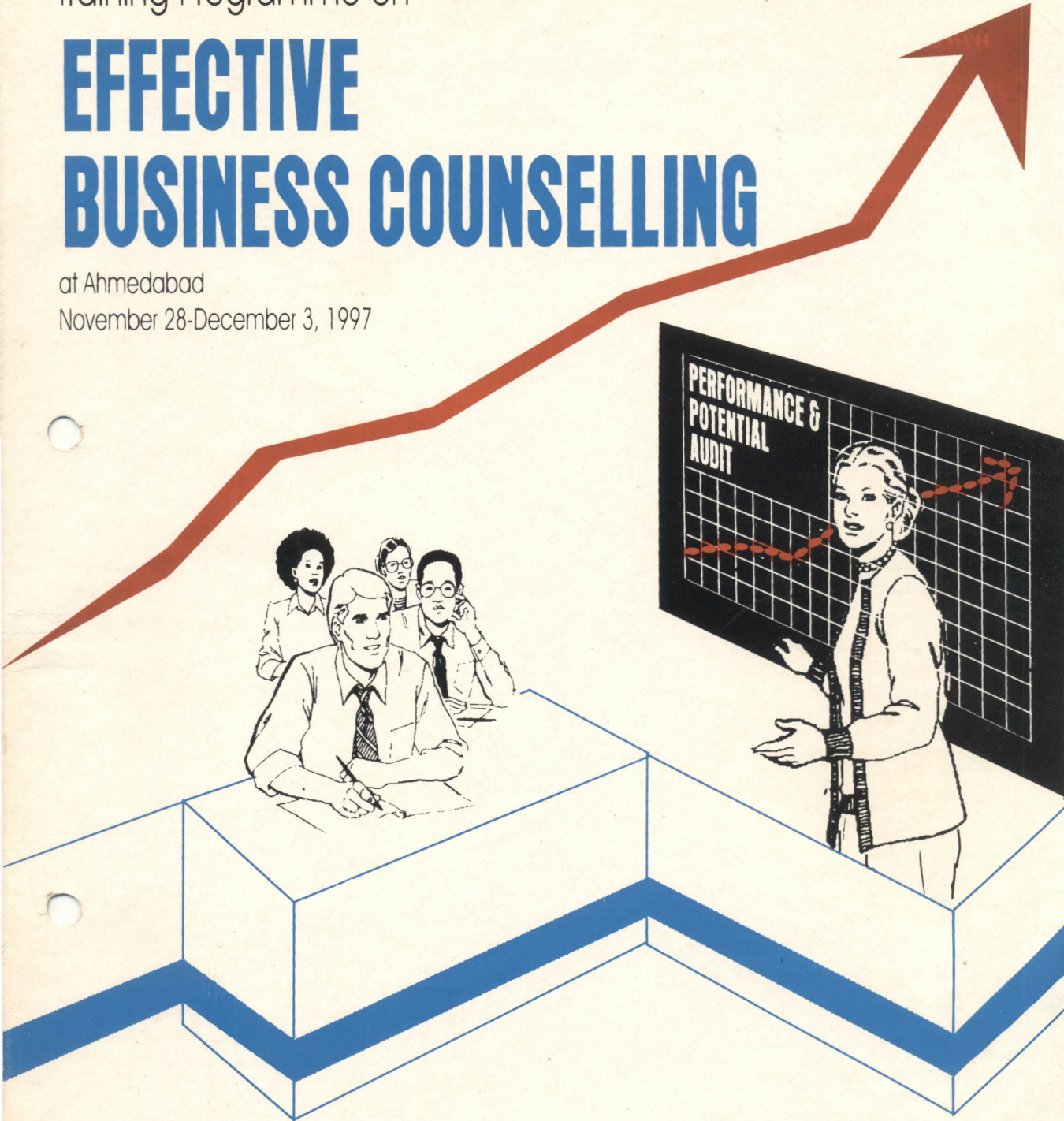


Training Programme on

EFFECTIVE BUSINESS COUNSELLING

at Ahmedabad

November 28-December 3, 1997



Sponsored by :
**Small Industries
Development
Bank of India (SIDBI)**



Organised by :
**Entrepreneurship
Development
Institute of India
Ahmedabad**

BACKGROUND

Small enterprise consultancy and training services form an integral part of the support system for entrepreneurship development. While services are generally directed towards new enterprise creation, the need to extend the same to existing small enterprises, beyond mere business plan formulation, is well established. In response to such a need, EDI has formulated and conducted several 'Performance Improvement Programmes' (PIPs) targeted at existing enterprises in several parts of the country. During the process of refining the training model, EDI, in association with Durham University Business School (DUBS), UK, adopted the model developed by the latter for this purpose. As a result, EDI has formulated a training-cum-counselling programme viz., 'GROWTH PROGRAMME' designed to encourage consolidation and growth of small enterprises. A key aspect of the model is to provide one-to-one counselling services to existing entrepreneurs.

This programme focusses on developing Business Counselling skills of Small Enterprise consultants, related officials and trainers, thereby enabling them to provide much needed counselling services to existing entrepreneurs in order to facilitate consolidation and growth of small enterprises.

PROGRAMME OBJECTIVES

- To develop skills in profiling of small enterprise in terms of its current performance and its potential for growth.
- To enable the counsellors to acquire and use problem solving skills.
- To empower the counsellors to be aware of their counselling styles and further hone them.
- To clarify the role the counsellors would play in the 'Growth Programme' for small scale entrepreneurs and the support services they would provide to these small enterprises.
- To develop skills required to help small scale entrepreneurs for consolidation and growth of their businesses, especially to harness the export markets.

PROGRAMME CONTENT

- Introducing participants to Business Profiling Instruments which have been developed to enable the counsellors to :
 - Profile the performance of a venture in a holistic fashion.
 - Determine the true export potential of the venture.
 - Identify the management of change issues associated with planned development of an export oriented enterprise.
 - Understand the actual process of business development of a given venture.
 - Relate the above as an integral part of one-to-one counselling.
- Exposure to problem-solving skills
- Counselling skills
- Interpersonal skills

METHODOLOGY

The programme will be highly participative in nature involving use of case studies, group discussions, experience sharing, audio-visual presentations and lectures.

FACULTY

The faculty consists of experienced entrepreneurship professionals acquainted with 'Growth Programmes', and practising consultants with expertise in problem-solving, counselling and inter personal skills.

WHO CAN PARTICIPATE

- * Export Consultants
- * Free-lance Consultants
- * Company Secretaries
- * Chartered Accountants
- * Cost & Works Accountants
- * Management & Marketing Consultants
- * Professionals from large public sector, financial and banking institutions and industries involved in assisting/guiding existing entrepreneurs
- * Retired professionals from large private and public sector institutions & industries interested in assisting/guiding existing entrepreneurs
- * Trainers engaged in entrepreneurship development activities.

WHY SHOULD YOU PARTICIPATE IN THIS PROGRAMME

- Business Profiling and Counselling Skills will help you to be one of the few professionals who are competent to assist existing small scale entrepreneurs for consolidation and growth of their business ventures. It is also possible to apply counselling skills independent of the 'Growth Programme' in your day-to-day activities.
- You will be identified as a Business Counsellor for 'Growth Programmes' to be conducted by EDI and other Institutions.
- A new dimension will be added to your profession by virtue of being trained as a 'Business Counsellor'.
- You can also avail of this opportunity to set up a Business Counselling Clinic and act as counsellor in association with other programme related parties in order to assist industrialists from time to time.
- You can develop a market segment namely small scale entrepreneurs in order to further your business.

STRUCTURE

The programme involves the following :

- Six days of interaction using case studies, simulation exercises and group discussions (November 28 - December 03, 1997).
- Counselling the existing entrepreneurs for 2-3 man-days, following a mutually convenient time schedule, spread between December 09, 1997 and March 07, 1998.

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. 2,100 per participant (Maximum 20 participants; first come first serve basis.)

WHOM TO CONTACT

V. PADMANAND, Programme Director
Entrepreneurship Development Institute of India (EDI), Ahmedabad.

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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