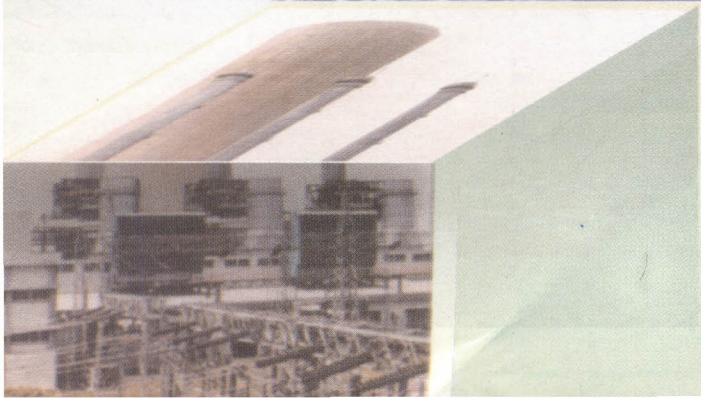
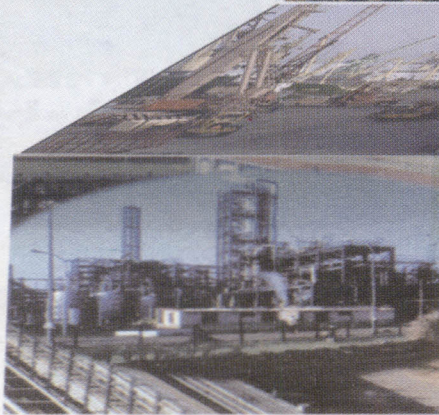
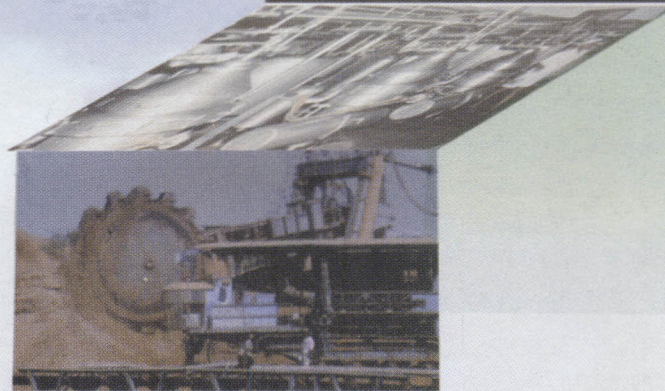
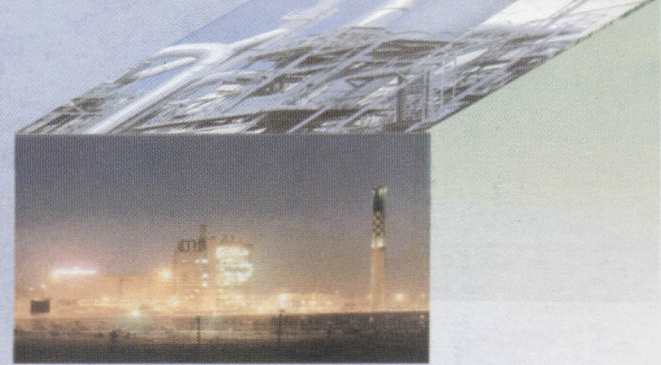


FACULTY DEVELOPMENT PROGRAMME IN ENTREPRENEURSHIP

How to teach students to
set up small business ventures
(20 - 31 December, 2004)



Supported by:

**National Science & Technology
Entrepreneurship Development
Board (NSTEDB),**
DST, GOVT. OF INDIA

Organised by :



**Entrepreneurship Development
Institute of India**
Ahmedabad, Gujarat

FACULTY DEVELOPMENT PROGRAMME IN ENTREPRENEURSHIP

**How to teach students to
set up small business ventures**
(20 - 31 December, 2004)

THE PROGRAMME

For well over a century or even longer, entrepreneurship was confined to economic literature as a mere concept to explain the process of production, without giving much practical value to those involved in the task of enterprise development, which was perceived as mundane. Few until very recently believed that entrepreneurs could be created through educational endeavours, or that entrepreneurship could be a matter of teaching/training. Therefore, educational intervention in entrepreneurship was given less importance. The situation remained more or less unchanged until scholars from other disciplines, particularly behavioural sciences, entered the arena. One of the pioneers in this genre was Prof. David C. McClelland, who demonstrated the role of teaching/training in entrepreneurship. Although, he was more interested in analyzing the psychological variables responsible for creating an entrepreneurial personality, progress since then has been swift and now entrepreneurship development has become almost a movement.

While a large number of organizations are focusing on entrepreneurship training, not much

emphasis has been given to promote entrepreneurship through educational interventions, particularly in our country. The need of the hour, therefore, is to make entrepreneurship development more effective by imparting relevant education focusing on strengthening the foundation of entrepreneurial personality, skills for making feasible business plans, mobilizing resources and managing an enterprise. Educational interventions in this field could be taken by up directing the thrust of the education system to this end rather than producing merely economic achievers with which entrepreneurship is concerned. But, unfortunately, many institutions are either not aware or not prepared for such interventions.

The most crucial change agents, however, in the process of developing young entrepreneurs are teachers with adequate skills, knowledge and information in the area of entrepreneurship.

The National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Government of India, has taken the initiative of introducing entrepreneurship in the academic curricula of Science & Technology institutions and also in setting up Entrepreneurship Development Cells in many of them.

Entrepreneurship Development Institute of India's (EDI's) interactions with educationalists and teachers in various fora revealed that there was a strong need for competent faculty in this applied area. Responding to this need, the Institute designed and has been implementing **Faculty Development Programmes (FDPs) in Entrepreneurship** across the country. The Institute has been receiving enthusiastic response from the educational community. The Institute has organised 41 Faculty Development Programmes at national and international level and in the process has groomed around 814 teachers. This 42nd programme in the series is in line with this objective. EDI has also developed textbooks on 'Entrepreneurship' 11th & 12th standards for Gujarat Text Book Board.

PROGRAMME OBJECTIVES

The major objectives of this programme are to:

- ▶ Expose the teachers to the comprehensive entrepreneurship development process and equip them to coordinate/organise entrepreneurship development related activities in their colleges / polytechnics / schools.
- ▶ Equip the teachers with requisite skills, knowledge and competencies for effective initiation of Entrepreneurship Awareness Camps and Entrepreneurship Orientation Courses in their colleges / polytechnics / schools.
- ▶ Enable them to guide and counsel students towards an entrepreneurial career.



PROGRAMME CONTENT

The content of the programme may be broadly classified as follows:

- ▶ Composition and process of EDPs: Model and strategies, developmental inputs, Identification and selection of entrepreneurs, Monitoring and Follow-up.
- ▶ Skills and behavioural training inputs: Entrepreneurial motivation and competencies, Problem-Solving, counselling and communication.
- ▶ Resource building and knowledge Based / Informational inputs: Procedures required for setting up an enterprise, incentives and benefits available to new entrepreneurs.
- ▶ Inputs on self-directed attitudinal and behavioural changes resulting in confidence Building for taking up and implementing entrepreneurship development related activities.
- ▶ Analysis of competencies and assessment of potential entrepreneurs.
- ▶ Identification of entrepreneurial competencies: Process and development
- ▶ Business opportunity identification
- ▶ Conceptualising, designing and implementing training programmes for potential entrepreneurs with special reference to curriculum, programme plan and programme management.
- ▶ Business profile preparation, business plan formulation, assessing the viability of a business plan.
- ▶ Small business management: Small/micro enterprises management (Marketing Management, Project Management, HRD Management, Finance Management, Time Management).
- ▶ Understanding Gender Issues in Entrepreneurship through Educational Interventions.

TRAINING METHODOLOGY

To impart the inputs detailed in programme structure, the following training methods will be adopted:

- ▶ Lecture-cum-discussion on concepts and practices
- ▶ Case studies, group discussions, role-plays and simulation exercises for development of requisite competencies.
- ▶ Intensive interaction with experts in entrepreneurship development, curriculum development & opportunity guidance, and with entrepreneurs, behavioural scientists

and entrepreneur trainer-motivators for gaining practical insight into entrepreneurship development efforts.

- ▶ Field visits to other educational institutions, training/industrial support institutions and small enterprises to view things in process/action.
- ▶ Practice sessions for acquiring various skills.

WHO CAN JOIN

- ▶ Teachers and faculty members engaged in teaching Entrepreneurship in vocational stream.
- ▶ Professionals who intend to involve themselves in Entrepreneurship related teaching/training.
- ▶ Career counsellors so that they can suggest Entrepreneurship as a possible career option to students.

WHO CAN NOMINATE PARTICIPANTS

Educational Institutions having or planning to have Entrepreneurship course at graduate/under graduate level.

VENUE AND DURATION

This 2-week residential programme will be organised during **December 20-31, 2004** at the elegant and sprawling EDI Campus, Ahmedabad, Gujarat. The participants will be housed in EDI's residence halls.

PROGRAMME FEE

This two-week programme is supported by NSTEDB, DST, Govt. of India and hence the subsidized fee for the programme is Rs. 5000/- which covers tuition fee, cost of course material, boarding/lodging at EDI Campus (double occupancy, non A.C. accommodation). The participants / their organisation will have to bear to and fro travel cost and incidental expenses.

HOW TO APPLY

The enclosed nomination form, duly filled-in, must reach

Dr. (Ms.) Tattwamasi Paltasingh,

Programme Director (FDP), at EDI head office

E-mail: tattwam@ediindia.org

The last date for receiving nomination forms is **November 30, 2004**

FEEDBACK FROM EARLIER PARTICIPANTS

The inputs of earlier programmes were rated highly by the participants who put forth that they felt immense development in their knowledge and attitude; more so, they gained confidence after having prepared their action plans. The action plans prepared by the participants clearly reflected their commitment towards infusing entrepreneurial traits in the present generation.

ABOUT EDI

The Entrepreneurship Development Institute of India (EDI) set up in 1983, is an autonomous institution, sponsored jointly by the Industrial Development Bank of India (IDBI), IFCI Ltd., ICICI Ltd., State Bank of India (SBI) and the Government of Gujarat. The Institute, governed by its own Board, is a national resource center in entrepreneurship training, education and research. It has earned a great deal of national and international recognition for its efforts as reflected in the support it has received from the Commonwealth Secretariat, Friedrich-Naumann-Stiftung (FNSt) and several other international agencies.

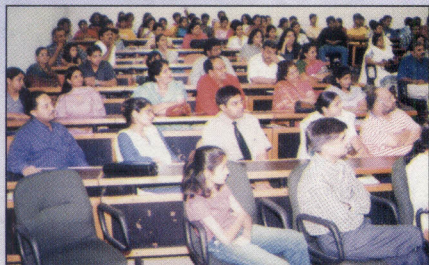
EDI has been spearheading entrepreneurship movement throughout the nation with a belief that entrepreneurs need not necessarily be born; but can be developed through well conceived and well directed activities. This, in turn, led to the emergence of several training programmes, workshops and research projects under strategic thrust areas, thereby advancing the frontiers of theories and practices of entrepreneurship and effectively contributing to the nation's economic vitality.

The Institute has undertaken considerable research projects related to entrepreneurship and industrial growth of the Indian economy for various national and international developmental organizations. The Institute's achievements in education and research, particularly in reviewing and analyzing the curriculum of entrepreneurship in institutions of higher learning has resulted in the development of a model curricula of entrepreneurship for vocational institutions in the country. This has been done on behalf of the University Grants Commission, Government of India.

The Institute has organized 41 Faculty Development Programmes at national and international levels and in the process has groomed around 814 teachers. EDI has also developed text books on 'Entrepreneurship' for 11th and 12th standards for Gujarat Text Book Board.

EDI has also trained over 1120 Entrepreneur Trainer-Motivators at national level. At the international level, EDI has conducted 17 ETM training programmes, thus training 288 officers from a number of Asian, African and Commonwealth Countries as Entrepreneur Trainer-Motivators.

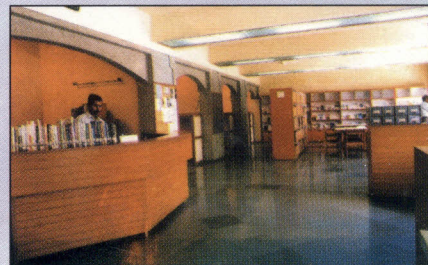
Realising that such a gigantic task can only be accomplished with a collaborative effort, EDI has established linkages with a nationwide network of organisations and institutions committed to entrepreneurship development. Even though much has been realised, far more remains to be done and EDI continues with its mission of augmenting manifold the nation's aggregate capacity to develop its entrepreneurial potential.



EDI Class-room



EDI Residence Hall



EDI Library



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

(Via Ahmedabad Airport & Indira Bridge)

P.O. Bhat-382 428

Dist. : Gandhinagar, Gujarat, India

Tel. : (91) (79) 23969155/61/63 Telefax : (91) (79) 23969164

E-mail : ediindiaad1@sancharnet.in Website : www.ediindia.org

EDI Regional Offices :

Lucknow Office :

432/36, Kala Kankar Colony,
Old Hyderabad, Lucknow - 226 007

Tel. : (91) (522) 2780820 Telefax : (91) (522) 2780856

E-mail : edinro@sancharnet.in

Bangalore Office :

419/4 (Upstairs) 12th Main Road, Dr. Rajkumar Road
6th Block, Rajajinagar, Bangalore - 560 010

Tel. : (91) (80) 23119360 Telefax : (91) (80) 23119361

E-mail : ediro@giasbg01.vsnl.net.in